



Publicity & Social Media Apprentice

The Publicity & Social Media Apprentice will learn how to promote theatre productions and events through creative storytelling, community engagement, and effective communication. Under the mentorship of a qualified communications professional, staff member, or experienced alum, this apprentice will gain hands-on experience in public relations, social media management, and audience outreach for the school's theatre department.

Throughout the program, the apprentice will:

- Learn the fundamentals of publicity and arts communication, including how to craft compelling messages for different audiences.
- Assist in the creation of press releases, show announcements, cast or crew features, and behind-the-scenes stories.
- Help manage the theatre department's social media presence, including posting updates, creating captions, and engaging with the community in a professional and creative way.
- Coordinate with the Marketing Apprentice to ensure that social media and printed materials maintain a consistent tone, visual identity, and brand message.
- Support audience engagement efforts, such as developing online content campaigns and capturing photos or short videos for digital promotion.
- Gain an understanding of digital marketing ethics, responsible communication, and how media shapes public perception of the theatre program.

This apprenticeship emphasizes professionalism, creativity, and collaboration. Apprentices must be willing to take direction, meet deadlines, and work both independently and as part of a team. Some responsibilities will take place outside of rehearsal and school hours, especially during performance weeks. A spirit of humility, curiosity, and initiative is essential — great publicity combines thoughtful communication with a genuine enthusiasm for the art.

This is not a leadership position, but a learning opportunity for students eager to develop skills in social media strategy, public communication, and arts marketing — helping to share the story of the theatre department with the wider community.