

# JULIA FOR PUBLICITY



## WHY AM I RIGHT FOR THE ROLE?

- I have experience Directing, Assistant Directing and Writing shows with TG.
- I have previous experience writing and creating social media campaigns for societies and magazines.
- Next year I will be undergoing a placement with a branding communications agency in Leeds and so will be able to apply the knowledge I'm learning!

## WHAT DO I WANT TO ACHIEVE?

- Ensure all social media and publicity is uploaded on time.
- Ensure equal weight is given to each show.
- Expand the promotion of shows through rehearsal videos, cast and prod team interviews.
- Increase the use of social media to promote socials and fundraisers.
- Utilise social media to connect with those not currently involved in TG.

