



BALTIMORE ROCK OPERA SOCIETY

Street Team Captain Responsibilities Outline

Reports to: Marketing and Communications Director

Title: Street Team Captain

Term: One year, with the opportunity to reapply.

Time Commitment: 4-6 hours/week

Overview

The Street Team Captain oversees the promotion of BROS productions and external events primarily through physical marketing collateral. The Street Team Captain leads a team that covers Baltimore City's many neighborhoods with posters, flyers, and handbills. They find and develop new audiences for BROS programming by making sure that every BROS show and event is marketed through flyering on street corners, public bulletin boards, coffee shops, universities, restaurants and public events.

Specific Duties

- Cultivate and work with a team of volunteers, including the show cast, BROS staff and captains, and production team members to ensure that all the high-traffic areas have adequate in-person promotion.
- Communicate show promotion strategies to volunteers and staff
- Represent BROS at events and tablings, including festivals, farmers markets, and other one-off opportunities as available.
- Works with the BROS Marketing and Communications Director to ensure that materials are created on-time and in the right quantities.
- Maintains the BROS #street-team slack channel, including adding interested volunteers
- Leads the BROS Street Team and creates a calendar for their activities.
- Keeps a categorized list of spots to hang flyers and distribute handbills around the city
- Seeks out and strategizes new ways to bring the message of BROS to the masses while adhering to a materials budget set forth by the Marketing Director
- Cultivates a larger team of volunteers interested in marketing, design and promotion to tap into for special projects
- Attends required meetings with the Marketing and Communications Director and BROS staff as needed.
- Other duties as assigned.



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Who we are looking for:

- Ability to commit to one year in this role.
- Ability to work well with other team members and clearly communicate via email and slack.
- Ability to work efficiently and consider long term sustainability of tasks and systems.
- Ability to spend some hours in person at HQ and venues.

Compensation

BROS is a volunteer-run organization, however Captains will be offered free Rock Operative-level membership and free admission to BROS events and productions throughout the year. When stipends are available, the Captain will be eligible for receiving a stipend commensurate with their level of duties and experience from that event's individual budget.