

Generate support and interest in the mural



Juan and the local community group now need to get some support for their mural for it to have as much impact as possible.

Task

Look at the roles and discuss:

1. Which role would be most useful?
2. How would they be involved?
3. Why would it help for them to know about art and design?



Journalist



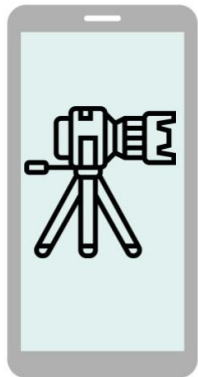
Journalists are responsible for researching, writing, editing, proofreading and filing news stories, features and articles.

A journalist's work is used on television and radio or within magazines, journals and newspapers, in print and online.

Key skills

- Excellent verbal and written communication
- Knowledge of media production
- Friendly, empathetic and confident
- Good language skills
- Ambitious
- Attention to detail

Photographer



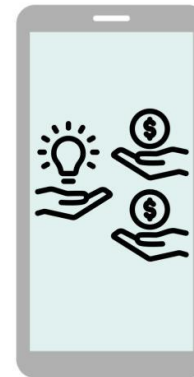
Photographers record events and tell stories using images. They take pictures of people, places, events, and objects in studios or on-site at various locations.

Photographers often specialise in a specific type of photography, e.g. fashion, portraiture, documentary, sport

Key skills

- Creativity
- Technical knowledge of camera equipment and processes
- Patience and concentration
- Attention to detail
- Teamwork
- Ability to network

Fundraiser



Fundraisers are responsible for helping organisations meet short and long term **financial goals**. They accomplish this by finding individuals, corporations, and foundations in their communities who may be interested in donating money to the cause.

Key skills

- Sales and negotiation abilities
- Good communication
- IT and social media
- Good organisation
- Resourcefulness
- Creative thinking
- Ability to build and maintain professional relationships

Social Media Manager



Social Media Managers are responsible for planning, implementing, managing and monitoring company's Social Media strategy in order to **increase brand awareness**, improve marketing efforts and **increase sales**.

Key skills

- Good written and verbal communication
- Creativity
- Ability to make connections
- Knowledge of traditional and digital marketing
- Data analysis
- Organisation
- Agility

Marketing Manager



Marketing managers might have a variety of responsibilities such as putting together budgets for marketing **campaigns**, working with advertising agencies, preparing contracts and reviewing materials including TV, web, magazine and online advertisements.

Key skills

- Ability to understand buyer needs
- Understanding the sales process
- Critical thinking
- Problem-solving
- Creativity and writing
- Good teamwork
- Communication & networking
- Adaptability
- Good organisation and planning

Task

Look at the roles and discuss:

1. Which role would be most useful? Explain.

2. How would they be involved?

3. Why would it help for them to know about art and design?