

## 2023 Marketing Brief

Please complete this form if you have a job request for marketing. This will allow us to program your job in and prioritise our workload. It also helps us to provide the best output for you if we have all the information we need up front, so please provide as much information as possible. Please allow a week for small jobs such as social posts and up to two months for a large event with multiple items required.

1	Today's date	
2	Your name	
3	Your role	
4	What is the subject? Eg Art Show/Anzac Assembly/Easter etc	
5	Brief description of the project	
6	What is the aim of this piece of work? (eg engage parents, lift enrolments, create awareness, provide information)	
7	Who is your audience?	
8	<b>Output: what do you need?</b> (tick all the elements that are applicable)	<ul> <li>Invite</li> <li>Program</li> <li>Social media</li> <li>Photography - Go to Q14</li> <li>Media release</li> <li>Brochure</li> <li>Poster</li> <li>Web change</li> <li>Other (please specify)</li> </ul>
9	<b>Size</b> Eg A4/A3/DL, 4 pages	
10	Quantity	

11	Other requirements	
12	When is this needed? Date	
13	<b>Supporting information</b> Please list eg photos, documents, website, research. See note below about attachments	
14	<b>Photography requirements</b> (only if you ticked 'Photography' at Question 8)	Date: Time: Location:

## Note

**Attachments**: When sending us photos that you want used in your project, please provide them as jpg attachments, not embedded in an email or Word file.

## Admin use only:

Assigned to:	□ MAR	□ SGH	□ NFE
Priority:	🗆 High	Medium	□ Low
Completion date:			