

COMMUNICATIONS AND MARKETING

Creative Brief



- Please complete this form before submitting a job to the Communications and Marketing team.
- Please e-mail this form to adriand@nswact.uca.org.au



YOUR DETAILS

NAME

DEPARTMENT

JOB DESCRIPTION (DL BROCHURE, POSTER, VIDEO, EVENT, WEBSITE etc.)

EXPECTED DELIVERY DATE

 / /

WHO NEEDS TO APPROVE THIS JOB?



PROJECT BRIEF

PURPOSE | WHY?

What is the purpose of the communication and how is it going to be used?

AUDIENCE | WHO ARE YOU TRYING TO REACH?

Is it Presbyteries, Congregations, Individuals? This will allow us to determine the tone of voice.



WEBSITE CHECKLIST *Please outline requirements for this job*

Website Requirements	✓Tick if required	Comments
Would you like a website to be developed/designed?		
Are you making changes/additions to an existing website page?		
Do you require assistance with editing copy for tone of voice etc?		



PRINT CHECKLIST *Please outline requirements for this job*

Print Requirements	✓Tick if required	Comments
Is this job going to be printed? Please allow 5 working days for design and stakeholder sign and at least 7 working days for printing.		
Do you require copywriting? If you require copywriting please allow an extra 2 days to the design process to allow for stakeholder sign off.		
Do you require proofreading? If you require proof reading please allow an extra day to the production of this document.		

What type of print format do you require?

- Poster
 Flyer
 Brochure (A5 A4 DL Brochure Not sure Other)
 Pull up banner
 Other (please specify)

What file format do you need?

- Word
 PDF
 JPEG/Image



VIDEOGRAPHY CHECKLIST *Please outline requirements for this job*

Video Requirements	✓Tick if required	Comments
Do you require Communications to do the filming?		
Do you require editing?		
Do you have a budget? Understanding your budget will help us decide whether or not the video needs to be outsourced or done in-house.		



EVENTS CHECKLIST *Please outline requirements for this job*

Event Requirements	✓Tick if required	Comments
Do you require a booking/registration portal to be designed?		
Do you require an EDM to be organised to invite people to this event?		
Have you booked a venue for the event?		
Do you require the event to be filmed and the film edited after the event?		



SCHEDULE

PROJECTED TIMELINE

DEADLINE DATE

D

/

M

/

Y



FURTHER INFORMATION (E.G copy/details etc)

COMMENTS

SIGN HERE

DATE

D

/

M

/

Y