

# FESTIVAL ORG

## GDIF 2019 Marketing and Communications Assistant

April – July 2019

Greenwich+Docklands International Festival (GDIF) is London's leading festival of free outdoor performing arts, run by FESTIVAL.ORG. Founded in 1996 as an annual celebration of extraordinary events that transform communities, GDIF has been growing every year and now features hundreds of performances by dozens of national and international companies with more than 100,000 people attending the outdoor shows in East and South London.

The 2019 festival will take place between 21 June and 6 July. More information can be found at: [www.festival.org/gdif](http://www.festival.org/gdif)

The Festival is committed to breaking new ground in outdoor performance and raising the ambition, quality and diversity of outdoor work produced in this country, with a focus on the commissioning and development of productions led by D/deaf and disabled artists and artists from diverse backgrounds. With an ambitious programme planned for this year, we are looking for a Marketing and Communications Assistant who can work alongside our office staff, focusing on marketing and audience development.

You will gain first-hand experience of developing and delivering multichannel marketing campaigns - pulling together content and copy for print and online, assisting with the management of artist assets, supporting on the development of target audiences, managing audience databases and producing on and offline materials. You will also be involved in the coordination of our professionals showcase and patron receptions, which run as part of the festival. As part of a small team, you will gain on the ground experience of the many strands of work which go into producing and promoting a large-scale outdoor event.

The ideal candidate will possess a strong knowledge of the digital and print media landscape. They would have excellent copywriting skills and an eye for detail to make engaging and exciting audience-focused communications. They would be comfortable with managing databases for email and print communications, and administering guest and delegate lists for events within the Festival. They would have a proactive and hands-on approach and are keen to get involved with a wide range of administrative, marketing and general support tasks.

### Tasks include:

#### Marketing Communications

- Manage materials and assets from artists and events in the festival.
- Social channel management including planning, community management and insight and analytics.
- Update the GDIF and [festival.org](http://festival.org) website on Wordpress.
- Coordinate listings and reciprocal marketing with partner organisations, artists and the local community.
- Support with print design and distribution in the run up to the festival and assisting with the supply of marketing materials at all GDIF events.
- Provide support to the Marketing Manager during the festival with on-site GDIF signage and dressing.

#### Audience Development

- Assist the Access and Community Engagement Manager with the development of accessible marketing materials and information about access at the Festival.
- Work with the Marketing Manager and Access and Community Engagement Manager to develop GDIF's local outreach and promotion in key target areas.

**During the Festival**

- Assist with the coordination of GDIF's professionals showcase and patrons receptions, including email communications, website updates, and administration of delegate lists.
- Support with dressing and branding on-site during the Festival.
- Work with the Marketing Manager and GDIF team to coordinate marketing materials required at Festival event sites.
- Support with coordination of GDIF's audience research and post-Festival evaluation.

**General**

- General administration and office management duties such as organising key mailings, updating spreadsheets and files, supporting with stationery / office orders etc.

**This role would suit someone who:**

- Has studied or been studying Arts Management, Cultural Policies, Marketing / Communications or related field.
- Has an in-depth working knowledge of key social media platforms, including Facebook, Twitter, Instagram and YouTube.
- Has experience of sending marketing emails and managing event databases.
- Has a working knowledge of Photoshop. Knowledge of InDesign and Premiere desirable but not essential.
- Has an interest in working in live events, outdoor arts and production (specifically outdoor arts).
- Is proactive and a good communicator, with excellent copywriting and editing skills.
- Enjoys a busy, creative environment and can cope well with periods of high pressure and activity.
- Is able to work under their own initiative.
- Has good administration skills and knowledge of Microsoft Office applications.
- Is available during the festival dates (21 June – 6 July 2019) and can commit the equivalent of four days a week for four months between April – July 2019.

**What we can offer:**

- Creative professional development focusing on marketing and communications processes.
- Office and on the ground experience of large scale, outdoor arts events.
- Signposting to opportunities that may come via Festival.org – this could include other professional development opportunities through companies that may be part of the GDIF programme.

**Conditions:**

This role is offered as a fixed term, freelance contract running from April – July 2019. There is a fixed fee of **£5500**, equivalent to four days per week, weighted towards Festival time. Schedule to be discussed on appointment. Office hours are 9.30 – 6.30 with 1-hour break for lunch.

You must have good availability in the lead up to and during the Festival, including evenings and weekends (21 June – 6 July 2019).

**How to apply**

If you are interested please email a covering letter of not more than 2 sides of A4 together with your CV to Imogen Thomas, [imogen@festival.org](mailto:imogen@festival.org) with "Application Marketing and Communications Assistant" in the subject line.

Applications must be received by 5pm on Monday 25 March and interviews will take place in Greenwich on Thursday 28 March.