

GDIF 2021 Digital Marketing Assistant

ABOUT US

FESTIVAL.ORG is one of the UK's leading festival and outdoor arts producing organisations.

Our mission is to nurture communities through outdoor arts. We work with diverse artists and cultural practitioners to build relationships with local people and community organisations, resulting in inclusive outdoor productions, which bring public spaces to life and engage and inspire diverse audiences.

We produce the annual Greenwich+Docklands International Festival (GDIF), described in The Guardian as “an event whose annual contribution to the happiness of the people of London is unrivalled”. We also manage Global Streets, a national touring programme, which brings free international outdoor arts to places in which engagement in arts and culture is lower than the national average. Commissioned projects include large scale ceremonies and events and we also undertake consultancy projects growing out of our pioneering work with D/deaf and disabled artists and audiences, as we work towards making outdoor events more accessible to everyone.

Inclusion is fundamental to all our work and we're committed to further increasing the diversity of our organisation, artistic programmes and reach. We want our organisation and its work to reflect the diversity of contemporary Britain, ensuring that marginalised voices and stories are foregrounded in our artistic programmes and delivery.

ABOUT THE ROLE

In August 2020 GDIF became the first major live festival to take place in the country since lockdown. Completely reimaged to take place at hyper-local level, the programme included theatre, dance, street arts, installations and participation across Greenwich and East London. Responding to the pandemic and recent global events the programme also included a season of black-led work alongside co-created projects developed by and with local community organisations.

In 2021, we want to build on these achievements as we work towards this year's GDIF (27 August – 11 September). We have

learned that communications and engagement with diverse audiences is key to ensuring that the Festival continues to reflect and respond authentically to the demography of the places in which the events take place.

We are therefore keen to appoint a **Digital Marketing Assistant** who is passionate about content creation and reaching diverse audiences. We are looking for someone who can create engaging and consistent content, manage multiple social media channels, and is dedicated to reaching and developing diverse audiences as well as people who aren't traditional arts attenders.

We are particularly interested to hear from Black and Asian candidates, candidates from other minority ethnic backgrounds and those identifying as D/deaf or disabled.

We are open to hearing from candidates with transferable skills from a non-Arts background.

KEY RESPONSIBILITIES

Digital Content

- Manage all GDIF social media channels, including Facebook, Twitter, Instagram, Youtube, and TikTok;
- Schedule regular, high-quality, relevant content across all channels with consistent tone of voice, branding, hashtags, tagging, and audience targeting goals;
- Create original material which will expand the reach of this year's Festival and develop content relevant to specific channels and audiences;
- Create content using GDIF and artist assets such as images, video, and programme information, as well as onsite content creation;
- Proactively manage and implement takeovers, competitions, and other initiatives;
- Manage reciprocal marketing requests and outreach with partners and other organisations;
- Manage audience interaction, responding to all queries received through social media in a timely and appropriate manner, redirecting where necessary;
- Contribute to GDIF's Marketing Evaluation through social media analytics and evaluation of key social media goals;
- Assist with website management (WordPress), MailChimp newsletters, and digital advertising;

- Liaise with FESTIVAL.ORG's Access Producer on best practice at all times, such as ensuring all images contain alt-text and content is created with accessible marketing principles in mind.

Audience Development

- Liaise with the Marketing Manager and Engagement Producer on diversifying digital audiences and converting digital audiences to GDIF attendees;
- Set goals for digital audience development and diversification, and evaluate on an ongoing basis;
- Lead on digital engagement with Black, ethnic minority and under-represented groups;

Work in collaboration with the Marketing Manager and Engagement Producer on place-based digital activity in areas such as Woolwich and Thamesmead;

- Work with the Marketing Manager and Engagement Producer to create and implement a strategy for the Local Ambassadors initiative;
- Assist the Marketing Manager with audience surveys - set-up and collection;

Other

- Provide support to the Marketing Manager and Marketing Assistant, aligning Marketing strategy across the team;
- Attend GDIF events and gather onsite content, assisting the festival team with ad-hoc onsite tasks;
- Undertake relevant administrative tasks and assist the Festival Administrator and Festival Bookkeeper where necessary;
- Liaise with the Box Office Manager on ticketing targets and produce content in response to sales;
- Carry out any other duties as required in delivering GDIF and other FESTIVAL.ORG projects as may reasonably be required.

PERSON SPECIFICATION

Essential

- Experience managing multiple social media accounts in a business or volunteer context;

- Knowledge of social media content creation including video;
- Knowledge of the digital marketing landscape and the audiences relevant to different channels;
- Excellent written and oral communication skills, plus sound IT knowledge;
- Excellent copywriting, proofreading and editing skills;
- Ability to take initiative, multi-task, work effectively and efficiently under pressure;
- Capability to problem solve quickly and independently as well as working successfully as part of a team;
- A flexible, proactive and positive approach;
- Lived or professional experience of reaching and engaging diverse ranges of people, ensuring audiences are representative of contemporary London;
- Availability to work evenings and weekends as required (time off in lieu will be available).

Desirable

- Knowledge of social media analytics and scheduling tools;
- Experience using WordPress, MailChimp, and Adobe Photoshop, InDesign, and PremierePro;
- Experience and understanding of working in the arts, events, and/or festival environments;
- An existing awareness of community groups in Greenwich and East London.

Summary:

The Digital Marketing Assistant will be responsible for the digital output of GDIF, namely managing all social media channels, with a key goal of diversifying audiences and converting diverse audiences to festival attendees.

Availability:

The role is a freelance contract from June – September 2021.

The role is part-time, increasing to full-time during the festival. Days will be negotiated with the Marketing Manager

(approximately 2 days per week, increasing to 5 days during the festival).

You must be fully available for the festival period including evenings and weekends (27 August – 11 September).

Salary: £4,500 freelance fee

Application deadline: Friday 7 May

Interviews: Wednesday 12 May