

FESTIVAL ■ ORG



**RECRUITMENT PACK:
MARKETING MANAGER**

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 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

FESTIVAL.ORG runs a year-round programme of high-quality outdoor arts, with multiple campaigns running for each event. However the main focus of the year will be the Greenwich+Docklands International Festival (GDIF), taking place from 26 August to 12 September 2022.

We are looking for a dynamic and dedicated Arts Marketing professional who can plan, deliver, and adapt campaigns in response to the demands of the artistic programme, target audiences, funding partners, current events, and organisational priorities.

You will be experienced in running accessible marketing campaigns, delivering multiple priorities to strict timelines and budgets, and be audience-focused, committed to developing new audiences and keeping the audience journey at the forefront of all planning. This is a senior level role.



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.

For more information please visit
festival.org/jobs-opportunities/

KEY RESPONSIBILITIES

Marketing and Communications

- Lead on the planning and implementation of organisational marketing and communications strategies including the annual Greenwich+Docklands International Festival;
- Oversee the design and coordination of all marketing materials, including drafting and editing copy;
- Ensure that an integrated approach is taken to campaigns with effective use of various digital marketing platforms;
- Act as principal liaison with external designers and PR consultants;
- Draft and manage marketing budgets and timelines for approval by the Artistic Director; ensure that agreed budgets for all marketing, press and associated activities are adhered to; produce regular updates for reporting purposes;
- Oversee all advertising – print, digital, social and out of home;
- Set-up and manage ticketing for selected events, recruit and train Box Office staff, and manage on-site Box Office arrangements where appropriate;
- Appoint and liaise with filmmakers and photographers;
- Plan and lead on the implementation of print distribution: appointing and liaising with distribution agencies and direct mail companies; coordinating targeted low-cost local distribution and coordinating the supply of marketing materials;
- Work collaboratively with appointed Press Consultants to ensure a joined-up campaign approach;
- Contribute to on-site signage and dressing, in collaboration with the Executive Producer.

Audience Development

- Working with the Engagement and Access teams, proactively build relationships with relevant organisations, companies and community groups to increase GDIF's profile and reach and ensure marketing campaigns are accessible for Global Majority audiences and D/deaf and disabled audiences;
- Develop hyper-local audience development and marketing campaigns;
- Establish interactive campaigns that will engage new audiences.

Digital Marketing

- Ensure the maintenance and effective use of the website and manage technical support for the site with the appointed agency;
- Manage social media activity, developing the organisation's profile in the digital space and driving engagement and social participation;
- Manage digital content promotion, newsletters, and any other digital output.

Partnership Development

- Proactively assist the Artistic Director and Executive Producer in maintaining excellent partner relations;
- Research new partnership opportunities and assist the Artistic Director with writing and editing proposals;
- Ensure all partner/funder marketing criteria are met within campaign planning and delivery.

Evaluation and reporting

- Design and coordinate audience research, with external agencies if required; with the Associate Director, record attendances at events and ensure that adequate methods of feedback are in place;
- Provide reports and assist the Associate Director with reporting to partners, funders, and other stakeholders using data-driven outcomes and measurable KPIs.

Line Management

- Line manage the work of temporary freelance staff, including but not limited to a Marketing Assistant/Officer, Digital Marketing Assistant, and Box Office Manager where relevant (this may include delegation and oversight of some of the responsibilities outlined in this job description).

Other

- Assist with any other duties as required in delivering GDIF and other FESTIVAL.ORG projects as may reasonably be required by the Artistic Director.

ABOUT YOU

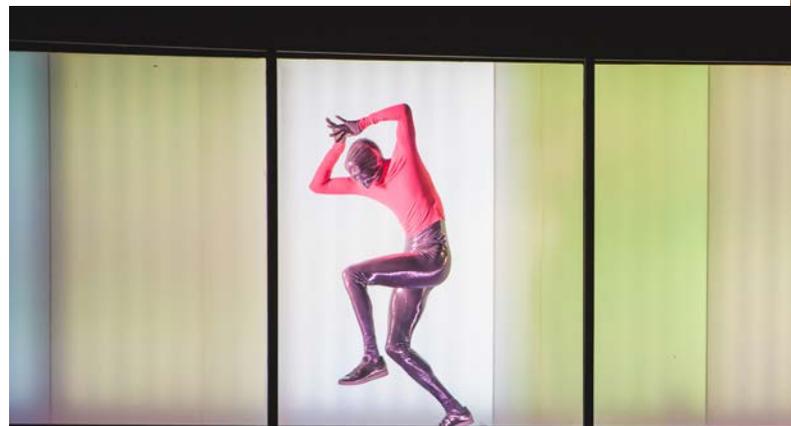
PERSON SPECIFICATION

Essential

- At least 2 years of marketing management experience, preferably in an arts organisation;
- At least 2 years experience of managing inclusive campaigns targeting culturally diverse and D/deaf and disabled audiences;
- Strong digital marketing skills and understanding of the current digital landscape;
- Experience of developing and delivering sponsorship/partnership campaigns;
- Commitment to and understanding of equal opportunities;
- Excellent copywriting, proofreading and editing skills;
- Collaborative approach and strong team working skills;
- Ability to manage timelines and conflicting priorities in a fast-paced environment.

Desirable

- Passion for inclusive arts and ability to communicate that passion through the design of arts marketing campaigns;
- Experience of managing box offices and designing ticketing systems;
- Experience working in a festival and/or Outdoor Arts environment;
- Knowledge of WordPress, front end development, social media scheduling tools, and the Adobe Suite.



CONDITIONS OF THE ROLE

Summary:

We are looking for a committed and dynamic Marketing Manager to run inclusive and engaging campaigns, working closely with the team across the full breadth of FESTIVAL.ORG projects.

Availability:

This is a full time contract between 1 January and 31 December 2022, initially for 12 months with potential for renewal.

You must have full availability for the festival period, 26 August - 12 September 2022.

Salary:

£37,500



HOW TO APPLY

To apply, please send us:

- 1. A completed Application Form**
- 2. A completed equal opportunities form***

These can be downloaded from our website:

festival.org/jobs-opportunities/

Applications should be emailed to Marie Faucher,
Festival Administrator:

marie@festival.org

with 'Application' in the subject line by Friday 12 November.

If you would prefer to apply through an alternative media or process, or have any questions prior to application please contact Jessie at **jessie@festival.org** or **07881 583509** to discuss.

Interviews will take place in November 2021.

- Please advise us of any access requirements.
- Please advise if you are unavailable on any relevant dates.

For more information, a full Job Description,
and an equal opportunities form, please visit
festival.org/jobs-opportunities/



*FESTIVAL.ORG is committed to an equal opportunities policy in its employment practices with the aim of ensuring that everyone who applies to work for us receives fair treatment. To help us achieve this aim we ask you to complete the monitoring form and enclose it within your application email. This information will be used to monitor the effectiveness of our Equal Opportunities Policy and is not used as part of the recruitment assessment process.

As part of our commitment to inclusion, we are involved in the Positive Action of offering an interview to any D/deaf or disabled applicants who meet the 'Essential skills' for this role.



Thank you for taking the time to read this recruitment pack and for your interest in Festival.org.

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