

FREEDOM

Festival Arts Trust

Freedom Festival Job Description Communications Manager

Based at: Freedom Festival office, Hull plus remote working

Responsible to: Executive Director

Responsible for: Members of staff as appointed

Essential requirements: Marketing Related Degree or
Post Graduate Qualification

or

3 years proven experience of developing, maintaining and delivering on
marketing strategies

Key relationships (internal): The small Freedom Festival team and additional
temporary staff as appointed

Key relationships (external): Local, national and international media, Arts Council
England, Hull City Council, other arts organisations, Freedom Festival's
ambassador and volunteer schemes

Purpose: To take the strategic lead to instigate, develop and implement high
quality marketing in line with Freedom Festival's business plan and ambitions

To contribute at a senior level to the effective marketing delivery of all of
Freedom Festival's programmes of work

To maintain a clear and consistent voice and brand across the organisation

To change the outlook & perception of Freedom Festival both inward and
outward facing, bringing new ideas, methods and a higher profile for the
organisation

To get best value from Freedom Festival's marketing spend

To bring flair and imagination to the role and developing a lively marketing and

communications plan

To be a major factor in bringing new and retaining existing audiences for Freedom Festival activities

Promote and advocate for Freedom Festival locally, regionally, nationally and internationally

Hours:	37 hours per week
Salary:	£30,000-£35,000 (pro rata if part time)
Overtime:	Overtime payments are not made. Time off in lieu may be provided
Expenses:	Travel during the course of Freedom Festival business will be reimbursed and mileage paid at the current Freedom Festival rate.
Probationary period:	6 months (during which notice period if 1 week)
Notice period:	1 month (after successful completion of probationary period)

Key Responsibilities

Branding and Marketing

- To work closely with the Freedom Festival team, particularly the Executive Director, to develop and deliver effective branding and marketing campaigns.
- Work closely with suppliers, including Freedom Festival's marketing partners, printers, copy-writers and photographers.
- Proof and edit all marketing and promotional activities.
- Set up effective mechanisms for the distribution of print and publicity.
- To work in partnership with the Executive Director to ensure that the organisations' strategic objectives are met.
- To build the Freedom Festival brand to one of awareness and understanding locally, regionally and nationally.

Audience Development

- Devise and deliver an audience development and communications plan.
- Sustain reciprocal relationships with all relevant networks, companies and venues.
- To identify new opportunities for advocacy and building awareness, audiences and profile for the organisation.
- To utilise social media to inform, inspire and encourage people to get involved with Freedom Festival's activities.
- To strategically manage the development of Freedom Festival's volunteer scheme.

Media

- Manage the Freedom Festival website.
- Ensure that all digital information is current and accurately reflects Freedom Festival and promotes its activities through its own website and other online environments.
- Develop a digital presence which allows Freedom Festival to reach a wide and varied range of people, using such sites as Twitter, Facebook, , Instagram, Vimeo, YouTube etc.
- Ensure that all listings and events are issued and carried by press.
- Identify opportunities to cross-promote with others.

Database & Mailing

- Rapidly grow the current Freedom Festival database.
- Create effective feedback opportunities for Freedom Festival users.
- Ensure compliance with all data protection legislation.

Fundraising/Finance

- Assist in the development and delivery of fundraising activities.
- Manage marketing budgets.
- Write the marketing and communications sections of Freedom Festival's fundraising applications.
- Maximise revenue for Freedom Festival through devising and managing effective campaigns, including commercial activities.

Press and Public Relations

- Maintain, develop and maximise press and media contacts, creating specific press events and activity to promote Freedom Festival.
- Issue news and press releases as required.
- Represent and advocate for Freedom Festival at meetings and events as appropriate/ required.
- Ensure that Freedom Festival's Business Plan and ambitions are understood widely across the staff team and stakeholders and that those ambitions are delivered.
- Produce verbal and written reports for all activity as required.
- Be the organisations main point of contact for all marketing and communications.

Retail

- To lead on Freedom Festival retail opportunities, establishing the brand and driving income streams.
- To lead on website sales opportunities.
- To lead and advise on pricing for Freedom Festival ticketed events.
- To lead on online content to drive income streams.

Organisational and administrative duties

- To provide evidence of successes and reports for use at strategic Freedom Festival meetings (i.e. Board and major stakeholders).
- To carry out routine administrative duties and respond to day-to-day enquiries.
- Keep up to date with current marketing and media best practice and take the lead in trying new ideas.
- To take part in training activities as appropriate.
- To establish measurement tools for brand, marketing and communications successes.
- To undertake market research as appropriate.
- To lead on internal communication channels.
- To undertake any other duties as required.

Legal

- To comply with all Freedom Festival's policies.
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Person Specification

Essential

- Highly motivated with a desire to succeed
- Minimum of 5 years experience of working in the marketing sector
- Proven strong marketing ideas and experience
- Entrepreneurial flair and able to generate new ideas
- Experience of working with artists
- Proven ability to devise and delivery strategy
- Proven ability to adapt to change
- Ability to lead and motivate other team members
- Ability to manage multiple priorities
- Understanding of new media technology as marketing tools
- Excellent copy-writing, proof-reading and IT skills
- Proven excellent organisational ability
- Strong oral and written communication skills
- A proven self-starter, able to take the initiative and make decisions
- Ability to prioritise workload/ good time management
- A deep understanding of working in partnership
- High level of attention to detail
- Punctuality
- Commitment to equal opportunities
- Ability to obtain Enhanced DBS clearance

Desirable

- Previous art in public space sector experience
- Degree or higher in creative/ management/ marketing subject
- National and/or international arts sector knowledge
- Experience of negotiating with suppliers
- Understanding of market research