

Marketing and Communications Manager (single role)

or

Marketing and Communications Coordinator, and
Marketing and Communications Officer (shared role)

Description:

This role focuses on marketing Tandem Festival 2018, increasing our ticket sales and audience reach, in the run up to the festival, during the festival and in the month after the festival. This work will be carried out adhering to and building on an existing marketing strategy.

The role can be implemented as:

- a standalone Marketing Manager role.
- a shared role between a Marketing Coordinator and Marketing Officer(s). The Coordinator will be responsible for managing strategy, evaluation and structuring/proofing the workload of Officer(s). The Officer(s) will be responsible for content creation and distribution, delivering the bulk of the workload under the Coordinators supervision.

This includes designing and writing documentation, crafting promotional materials, and campaigns (online and printed), organising volunteers to spread promo material. The information is presented through marketing comms, printed material, social media platforms, e-newsletters, and promotional videos.

This position requires close interaction with the rest of the festival team and the project manager.

Time:

The roles are part-time from as soon as possible until July.

- Marketing Manager - approx 1 - 2 days/week from January 2018. Approx 2- 3 day/week from April, increasing as the festival approaches. Full-time (if possible) for 2 week before festival at end of June. Legacy and evaluation work 1-2 days/week for 1 month post festival.
- Marketing Coordinator - approx 0.5 - 1 days/week from January 2018. Approx 1 day/week from April, increasing as the festival approaches. 2+ days/week for week before festival at end of June. Legacy work 0.5 days/week for 1 month post festival .
- Marketing Officer - approx 1 - 2 days/week from January 2018. Approx 2- 3 day/week from April, increasing as the festival approaches. Full-time (if possible) for 2 week before festival at end of June. Legacy and evaluation work 1-2 days/week for 1 month post festival .

Salary

- Our marketing roles have so far been voluntary intern positions, within a volunteer team for a non-profit festival. The role is an excellent development opportunity, with training, free entry to Tandem Festival events and the festival itself, some nice merch and a great track record of our volunteers going into paid employments.
- This year we are trying to find funding for the Management/Coordinator position, as we recognise that it is a demanding role which requires experience. Get in touch to discuss! If you're a student, let us know as there are student-specific pots we can access.

Manager

- Communicating and collaborating:
 - Promote and attend team planning meetings and open meetings;
 - Working in collaboration with partners and artists to spread the word/promote the festival e.g. CAGs, Cycle.Land and other sponsors/partners.
 - Develop new relationships with partners and sponsors.
- Press
 - Prepare and distribute press releases and press packs for local and national media.
 - Arrange and/or deliver interviews.
 - Coordinate press and radio presence at the festival.
- Digital content:
 - Writing, editing and presenting information in clear and simple English and to fit with the Tandem voice, making sure the information is organised effectively
 - Crafting visual campaigns and graphics.
 - Maintaining Tandem social media and web platforms.
 - Working with videographer to create Tandem 2018 promotional video
 - Providing or arranging social media coverage of Tandem Collective events.
- Print:

- Work with our graphic designer to prepare Tandem 2018 promotional print materials
- Print and distribute all Tandem print materials
- Strategy:
 - Manage delivery of marketing timeline and develop further marketing strategy.
 - Understanding the audience and designing targeted campaigns (online and printed);
 - Regularly evaluating comms and marketing reach and sales conversions to improve campaigns.

Coordinator

- Strategy:
 - Line manage and assist Marketing Officer(s) to deliver marketing timeline tasks.
 - Proof Marketing Officer's content.
 - Further develop marketing strategy and targeted campaigns.
 - Continuously evaluate comms and marketing reach/sales conversions to improve campaigns, as well as preparing a post-festival evaluation report.
 - Attend planning/open meetings.
 - Be willing to assist with more challenging aspects of officer role, e.g. live interviews, developing relationships with new partners/sponsors.

Officer

Work under the Manager Coordinator to deliver the below.

- Communicating and collaborating:
 - Promote and attend team planning meetings and open meetings;
 - Working in collaboration with partners and artists to spread the word/promote the festival e.g. CAGs, Cycle.Land and other sponsors/partners.
 - Develop relationships with new partners and sponsors.
- Press
 - Prepare and distribute press releases and press packs for local and national media.
 - Arrange and/or deliver interviews.
 - Coordinate press and radio presence at the festival.
- Digital content:
 - Writing, editing and presenting information in clear and simple English and to fit with the Tandem voice, making sure the information is organised effectively
 - Crafting visual campaigns and graphics.
 - Maintaining Tandem social media and web platforms.
 - Working with videographer to create Tandem 2018 promotional video
 - Providing or arranging social media coverage of Tandem Collective events.

- Print:
 - Work with our graphic designer to prepare Tandem 2018 promotional print materials
 - Print and distribute all Tandem print materials

Skills required:

Manager/Coordinator

- Management experience
- Experience delivering comms & marketing campaigns, preferably in the arts.
- Excellent written and visual communication skills.
- Good interpersonal and communication skills, to gather information from and for people
- Ability to work flexibly and remotely, as well as in a team, as the role requires.
- Experience with design software, all social media platforms, Wordpress and Eventbrite.
- Happy to work under pressure and to ramp up working hours nearer to the festival.
- Passionate about the arts, and environment and social justice.

Officer

- Good written and visual communication skills.
- Design experience or a good eye for attractive visual campaigns.
- Knowledge of or willingness to learn design software.
- Experience with social media.
- Good interpersonal and communication skills, to gather information from and for people
- Ability to work flexibly and remotely, as well as in a team, as the role requires.
- Organised and reliable.
- Happy to work under pressure and to ramp up working hours nearer to the festival.
- Passionate about the arts, and environment and social justice.

To apply please send CV and short cover letter to marketing@tandemcollective.org. Deadline is rolling.