

Marketing Coordinator (Emerge Festival)

Job Description, Person Specification and Supporting Information

Application Reference no: FMK19

Job title: Marketing Coordinator

Hours: 22.5 hours per week, arranged over three days but with some flexibility

Salary: £23,000 to £25,000 pro rata (depending on experience)

Term of contract: 6 months, starting ASAP (with the potential to renew)

Location: Minimum of one day per week at Culture24's Brighton office, with the option of working the other two days from Brighton or at our Brand Engagement Partner's (Livity) London office.

Overall purpose of role:

Coordination, delivery, monitoring and reporting of the audience facing marketing in line with the festival marketing plan.

Key responsibilities:

- **Marketing oversight:** Management, scheduling and delivery of all festival marketing messages in line with brand values and tone of voice
- **Website:** Management and updating of the festival website
- **Organic social:** Working closely with the Social Media Manager to deliver organic social media communications within festival channels (in particular Instagram) – oversight, scheduling, regular posting and some community management
- **Creative development:** Working closely with the Social Media Manager to brief designers, festival team, partners and young creatives to produce social content to support our organic and paid efforts
- **Customer comms:** Timely and effective customer-facing email communication, including responding to all customer enquiries
- **Analysis & reporting:** The tracking, recording and analysis of all marketing activity (organic social media, website, email etc) and regular reporting and liaison with festival team on all marketing activities

Specific tasks:

- Planning, devising, creating, laying-out, copywriting, editing and updating components and pages on the festival website
- Liaising with the website developer concerning any functionality issues with the website
- Copywriting of a range of marketing messages for all online channels and partnerships in line with tone of voice guidelines
- Liaison with festival team, partners and young creatives on the creation of marketing messaging and assets (video, image, text, Gif, animation etc)
- Scheduling and delivery of timely and compelling organic social media output – oversight, scheduling, regular posting and some community management (working in conjunction with the Social Media Manager)
- Sourcing, manipulation and preparation of images
- Scheduling and delivery of regular and compelling email communications
- Responding to all customer enquiries
- Effectively use digital analytics tools to track, measure and evaluate all web and social traffic and user engagement
- And any other "ad-hoc" duties as assigned by line manager

Essential knowledge & experience:

- Experience of working on successful arts, culture or creative, product or services' marketing campaigns, particularly in conjunction with ticket sales
- Understanding of the interactions between marketing and ticketing
- Experience of creating high quality, well-written customer-focused copy adhering to tone of voice and brand guidelines
- Experience of managing online publishing systems, via a CMS, particularly in WordPress
- Experience of delivering organic social media messaging and an in-depth working knowledge of social tools such as Hootsuite, Schedugram, etc needed for the organic side of the social strategy
- Experience of using MailChimp or similar bulk email delivery service
- Practical experience of using website and social analytics and insight tools e.g. Google Analytics, Facebook insights etc

Desirable:

- Practical understanding of the arts, heritage or festival sectors
- Ability to use image manipulation software e.g. Photoshop or equivalent
- Basic knowledge of HTML mark-up coding
- Proficient in Excel with the ability to produce and edit spreadsheets in a timely fashion
- Practical experience of using Trello or other similar digital project management tools

Attitudes

- You are an audience orientated marketer with the ability to communicate with the Emerge Festival's target audience of 18-30 year olds
- You will enjoy using your up to the minute knowledge of online marketing trends to run our primary communication
- You are a knowledgeable and engaged social media user, up-to-date and eager to learn
- You are able to work well against tight time restrictions, managing your own time effectively and in a structured way

Culture24 encourages applications from any individual, regardless of ethnic origin, gender, disability, religious belief, sexual orientation or age. All applications will be considered on merit.

TO APPLY:

Please write a letter to us explaining why you want the job and setting out in **detail how your own personal experience matches each of the criteria listed in the 'essential knowledge & experience'** part of the job description. If your experience matches the desirable experience please address those points as well.

Please state clearly the application reference number **FMK19** in the subject line of your email.

Please send your letter with a copy of your CV via email to Judith@culture24.org.uk by **10am on Monday 29th April.**

Deadline to apply: 10am Monday 29th April 2019

Applicants notified: Tuesday 30th April 2019

Marketing Coordinator interviews: Wednesday 1st May 2019

SUPPORTING INFORMATION

Who is Culture24?

Culture24 is an independent charity that brings arts and heritage organisations closer to audiences. Our vision is for a thriving and relevant cultural sector able to connect meaningfully with audiences of today. Our mission is to support arts and heritage organisations to have the confidence, imagination and skills to make this happen.

Our values: We challenge outdated notions of what arts and heritage organisations are and offer new ways of working through our unique brand of action research, digital publications, festivals and events. We lead the sector in developing the necessary skills and literacies to use digital as a force for positive change, building resilience and capacity.

Our ethos is based on learning together, learning from others and learning by doing. We help arts and heritage organisations listen to, understand and respond to changing audience needs and cultures. We bring organisations together to do things they couldn't do on their own, create shared opportunities and overcome shared problems together. We champion creative ways to help them exploit their assets and make the necessary strategic and practical changes to create value for the widest possible audience.

Find out more about Culture24 <https://weareculture24.org.uk/>

Download and read our current business plan:
<https://weareculture24.org.uk/ambition-business-plan/>

The Emerge Festival

Emerge is the new festival of night-time events, Lates, in museums, galleries and historic houses, brought to market by Culture24. It will be an annual showcase moment for the sector, taking place in London on the nights of Friday 27 and Saturday 28 September 2019, which will reach new young adult audiences in ways, on a scale and with such a high-quality customer experience that it will be a game-changer for the sector and its customers.

1. What are we aiming to achieve?

The vision for Emerge is to inspire new generations to fall in love with museums by turning customers' expectations of what museums are like and who they are for upside-down, creating new social value for audiences, communities and venues.

The Emerge Festival will be simple to understand from a customer perspective – one ticket admission to all one night's events. Participating venues will be organised into location-based circuits to make it easy for customers to take in more than one event per night.

The marketing will be tightly focused to the target audience of 18-30 year old Londoners particularly those who aren't currently interested in institution-based culture. The marketing plan revolves around using social & digital platforms to reach into spaces the target audience inhabits, heavily discounted tickets for 18-30 year olds and a PR strategy exploiting the programmed talent and novelty of the concept.

2. What we believe – What is the problem we believe Emerge is solving?

- There is a disconnection between young adults and museums/galleries. The night-time is the prism through which it is easier for new audiences to reimagine museums
- Lates are a powerful catalyst for change to support the diversification of the night time economy (building a diverse night-time cultural offer is a stated aim of London's Mayor)
- The element of live experience is what marks out Lates in a museum or gallery as something different to a daytime visit.
- We will use innovative programming to break down barriers to reaching new audiences.

3. Where we've come from – what have we been born out of?

- In 2017 Culture24 published research into Lates, the first study of its kind, which found evidence of good practice and huge potential for growth in the UK
- The reports made clear the huge opportunity the after-hours events offer the sector to generate income and attract new audiences.
- Museums already face the issue of dropping visitor numbers from locals, the recent DCMS Mendoza review is clear in its call to "build sustainable and resilient models" and building a diverse night-time cultural offer is now a stated aim of London's Mayor.
- Most festival customers are primarily influenced to buy a ticket by the 'overall line-up' (UK festival awards 2017 report). With Emerge the customer will be offered a great line-up combined with iconic venues that are open when they usually aren't. The combination of the two primary offers creates a compelling third offer
- Gap in the market - there is currently no UK-based single-ticket museum night-time event festival (Other cities around the world have had success with a one-ticket charging model for a museum night time events festival over a long period of time)

4. What are the values we want the Emerge Festival to embody?

- Open to everybody - create an exciting celebratory festival model for communities and audiences
- Champion the alternative spirit - be adventurous, creative, and open-minded
- Celebrate diversity – a commitment to equality programming that is reflective of the diversity of the audience and the personality of the venues
- Be true to the place it is in - build new connections inside circuits between communities, venues, artists and businesses