

Job Description

Marketing Manager

- Full-time contract
- To commence June 2017



Belfast International Arts Festival is seeking an outstanding Marketing Manager to support the consolidation and development of its current position as Northern Ireland's leading annual civic event of contemporary and international arts and ideas.

Belfast International Arts Festival (formerly known as Belfast Festival at Queen's) was established as an independent charitable company in May 2015 and has exceeded all expectations in its first two years. The event is the largest multi-disciplinary arts festival in Ireland promoting artistic collaboration and audience engagement by presenting the best of emerging and established international and local professional arts.

Our mission is to be the preeminent, progressive international arts event within Northern Ireland, actively engaging both global and local communities in the richness and diversity of contemporary arts practice. With our partners throughout the entire city, we seek to create a distinctive environment for audiences to enjoy and participate in inspirational and transformative aesthetic experiences from world-class artists, thinkers and leaders.

We do this by:

- presenting a wide range of contemporary arts and cultural events of the highest possible international standard to the widest possible audiences from home and abroad
- reflecting contemporary culture from across the globe to audiences from Belfast, NI and visitors to the province
- offering an international showcase for the best of Northern Ireland contemporary culture
- presenting events which cannot easily be achieved by any other UK or Irish arts organisation through innovative programming and a commitment to creating new work
- actively ensuring equal opportunities and access for all sections of our community to directly experience, participate in and enjoy the Festival
- collaborating and partnering with arts and community organisations across Belfast to create an annual city wide, cultural celebration
- ensuring the Festival has adequate financial resources and expertise to fulfil its mission and address its overall sustainability

Our **guiding principles** reflect the importance of:

- Global Connections
- Community
- Collaboration and Partnership
- Access and Cultural Diversity

Directly responsible to:
CEO/Festival Director.

Hours of work:

37.5 hours per week including evening and weekend work that will be required in the run up to and during the Festival period.

Probationary period:

Six months.

Termination and Notice periods

A four-week notice period applies for both parties.

Salary

£27,000 per annum.

Purpose of the Post:

The Marketing Manager is responsible for designing and implementing marketing and sales strategies that build and maintain audiences and stakeholder support for the Festival. The post holder also works closely with the Festival Director to promote the event and improve its local and national standing.

Main Duties and Responsibilities:

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| <ul style="list-style-type: none">• To develop and implement integrated marketing plans for the Festival, incorporating communications, sales and audience development strategies. |
| <ul style="list-style-type: none">• To establish and oversee the marketing budgets for Festival ensuring best value is obtained from all key suppliers and ensuring compliance with the stakeholder/funder purchasing and procurement procedures, in liaison with Festival Director. |
| <ul style="list-style-type: none">• To monitor agreed income targets adjusting spend where necessary. |
| <ul style="list-style-type: none">• Work closely with major Festival sponsors as required to deliver agreed marketing outcomes and to maximise branding opportunities for sponsors. |
| <ul style="list-style-type: none">• To develop joint marketing initiatives with stakeholder organisations, particularly in the area of cultural tourism, acting as key point of contact with appropriate external bodies. |
| <ul style="list-style-type: none">• To take line-management responsibility for the Festival Box Office and staff, putting in place appropriate conditions of work, sales targets and monitoring the effectiveness of the sales team at each box-office location. |
| <ul style="list-style-type: none">• To ensure the effective and efficient management of box office software throughout all festival sales venues in conjunction with external software suppliers. To deliver timely and effective monitoring reports for Festival to track sales progress and identify strategic gaps and opportunities. |
| <ul style="list-style-type: none">• To develop, in conjunction with appropriate partners, the e-commerce functions of the Belfast International Arts Festival, including the management of the Festival website and online ticketing. |

- To line manage the third party service providers for marketing, design, print and press/media relations.
- To line manage the Festival temporary and fixed term marketing staff as required to assist in the delivery of marketing support for activities and events.
- To produce and oversee distribution of all publicity for the Festival including corporate print, main Festival brochure and other event publicity.
- To set in place and monitor effective Marketing Information and Customer Care Systems which answer the needs of the Festival.
- To lead on any market research and evaluation required by the Festival and its stakeholder and to collate, analyse and disseminate results as required.
- To explore and secure advertising revenue potential from brochures and other media. This to be applied with recognition of the competing needs of programme information space and requirements of established sponsors.
- Any others duties that may be required.

RESOURCE MANAGEMENT RESPONSIBILITIES (e.g. People, Finance, Equipment)

- Oversee resources and contribute to the resource planning process to ensure that marketing finances are appropriately and efficiently managed and monitored.
- Responsible for strict adherence to agreed marketing budgets.
- Organise own specialist work and advice, to meet Festival objectives.

OTHER KEY DUTIES

- Represent Festival, particularly to stakeholders, cultural and business partners and the press/media.
- Contribute to management and team meetings in respect of programme and resource planning.
- Contribute to designing and implementing short or medium-term developments or process changes in Festival, in particular by applying specialist marketing, audience development, sales and communications knowledge.
- Coordinate activities and communicate across and outside the Festival and contribute to collaborative initiatives, projects or events.
- Attend and present to meetings of the Board of Directors as required.

GENERAL

- The above list is not exclusive or exhaustive and the post holder may be required to undertake other reasonable duties as part of working within a small team.
- All staff are required to be professional, co-operative and flexible in line with the needs of each post and BIAF.
- All staff are required to comply with BIAF policies and procedures including, but not limited to, Health & Safety, Equal Opportunities, Data Protection, etc.

PERSON SPECIFICATION – Marketing Manager

	ESSENTIAL	DESIRABLE
1) Education & Qualifications	<ul style="list-style-type: none"> - Third level marketing related qualification 	
2) Experience	<ul style="list-style-type: none"> - A minimum of five years' relevant experience of Marketing/Communications/PR within public, voluntary or private sectors - Demonstrable experience of drawing up and managing a budget, responding and adapting to fluctuations in income - Experience of income generation through advertising and other outlets - Knowledge and experience of managing a computerised box office, including online sales - Knowledge and experience of customer and audience surveys and analysis - Experience managing a small staff team including full and part time employees, volunteers and interns - Experience managing relationships with external agencies and suppliers 	<ul style="list-style-type: none"> - A minimum of three years' experience of marketing in the arts sector - Direct sales/promotional activity in an international context - Management of £150k plus budgets - Specific knowledge of computerised box office systems
3) Other Skills / Knowledge	<ul style="list-style-type: none"> - Experience of planning and progressing work activities within general, professional guidelines or organisational policy, using initiative and independent judgement in their application - Able to make and implement decisions quickly - Ability to make a strong case as an advocate for the organisation both verbally and in writing, supported by appropriate facts and figures - Experience of setting up and managing databases - Financial experience sufficient to manage budgets - Suitable analytical and problem solving ability - Creative with an ability to achieve with limited financial resources 	

4) Presentation	<ul style="list-style-type: none"> - Able to communicate with wide range of people from political representatives to student volunteers - Demonstrable experience of creating and delivering detailed event marketing plans - Able to produce presentations on Powerpoint - Excellent verbal, written and mathematical skills - Strong sales focus 	<ul style="list-style-type: none"> - Experience of developing and implementing a marketing strategy
5) Personal Qualities	<ul style="list-style-type: none"> - Demonstrate enthusiasm for the arts and a desire to make them accessible to a wide range of audiences - Tenacity and the ability to work to a range of deadlines - Able to adapt quickly to change - Courteous in response to the pressure of meeting the requirements and conditions of artists and audiences - Self-motivator 	
6) Special Factors & Other Requirements	<ul style="list-style-type: none"> - Willingness to work irregular hours throughout the year, occasionally attending evening and weekend functions - During the 3 weeks of the Festival, must be able to commit to working significantly longer and unsociable hours 	

To ensure Equality of Opportunity applications will only be accepted on the Official Application Form, which must be emailed along with the completed equal opportunities monitoring form. CV's will not be accepted nor will any other supplementary paperwork.

The application deadline is **12noon on Monday 13th March 2017** and your application is to be emailed to **recruitment@belfastinternationalartsfestival.com**. Late applications will not be accepted.

We anticipate holding interviews in the week beginning 27th March 2017, however this may change. Alternative arrangements will not be made if you cannot attend on the interview date/time.

We thank everyone who applies for their interest, but only candidates selected for an interview will be contacted. No telephone or walk-in enquiries please. All applications are considered confidential. Belfast International Arts Festival is an equal opportunity employer.

BELFAST INTERNATIONAL ARTS FESTIVAL - ORGANISATION CHART 2016

