

MARKETING MANAGER
APPLICATION FOR EMPLOYMENT
(Re-advertised with amended criteria/job description)



PRIVATE & CONFIDENTIAL

Reference No: (Office Use Only)	March 2017
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HOW TO APPLY

To ensure Equality of Opportunity applications will only be accepted on this official Application Form. CV's will not be accepted.

- Please complete ALL sections in black type.
- Your application should be completed in no smaller than font size Arial 11.
- Failure to complete and return the monitoring form with the application form will result in disqualification

Your completed application and monitoring form must be submitted by email to recruitment@belfastinternationalartsfestival.com by the deadline of **12 midnight on Tuesday 18th April 2017**. Late applications will not be accepted.

- Please title your application documents with your name and note that we can only accept documents in word format.
- No telephone or walk-in enquiries please.
- We thank everyone who applies for their interest but only candidates selected for interview will be contacted.

Belfast International Arts Festival is an Equal Opportunities employer and we welcome applicants regardless of gender, religious belief, political opinion, sexual orientation, marital status, age, disability or ethnic origin.

A candidate found to have knowingly given false information or to have wilfully suppressed any material fact will be liable to disqualification, or, if appointed, to dismissal.

Please note that we anticipate holding interviews on Monday 24th April 2017.

The information provided in this form will be used to assess your application at the shortlisting stage. Please demonstrate, in the boxes provided, how your skills and experience meet the criteria specified.

The panel will not make assumptions in relation to the roles you have held, or experience, qualities and skills you may have gained. You should therefore provide evidence by giving specific examples that describe your role and demonstrate what you have achieved under each of the criteria.

Belfast International Arts Festival reserves the right to apply the Desirable Criteria when shortlisting, in an order of their choosing.

PERSONAL DETAILS (this page will be removed before short listing)

Title:	
Forename(s):	Underline Name known by
Surname:	
Address:	
Post Code:	
Preferred Contact Number:	
Email Address:	
National Insurance Number:	

Do you require any special arrangements to be made to assist you if called for interview? YES / NO

If Yes, please provide details:

Data Protection

The data that you have supplied in this application form and the “sensitive personal data” on the attached monitoring form, will be retained on file and may be processed by the Organisation for use in connection with this application for employment, or to comply with any requirement of statutory legislation in order for the Organisation to comply with its legal obligations, and in submitting this application you agree to any such processing by the Organisation. The Organisation will ensure to safeguard against the possible misuse of any personal information about you that is kept on file by strictly controlling access and use. Such access and use will be in compliance with the Data Protection legislation and will be on a “need to know” basis only.

EDUCATION

Documentary evidence of Essential Qualifications may be asked for if you are offered the post.

Second Level Education

Please provide full details of all second level education, further or higher level educational qualifications and/or professional qualifications. You may add extra rows if necessary

Level of Qualification (e.g. GCSE, A Level)	Subject	Mark or Grade

Third Level Qualification

Further or higher education qualifications, including HND, Foundation Degree, Degree, Postgraduate Certificates, Masters, etc. Please state class or level. You may add extra rows if necessary

Name of College/ Institution	Level of Qualification	Subject	Grade

Professional Qualifications, Memberships or Professional Development

Give details of any relevant professional development achievements (e.g. awards, qualifications, memberships and/or any special interests, skills or achievements).

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EMPLOYMENT HISTORY

Start with your present, or most recent employment, and include any relevant unpaid or voluntary work. Please account for all periods of time since leaving full-time education.

Current or Most Recent Employer

Dates		Employers Name, Address / Nature of Business	Reason for Leaving	Notice Period (if applicable)
From MM/YY	To MM/YY			

Position Held:	
Reporting To:	
Key Responsibilities:	

Previous Employment(s)

You may add extra rows if necessary

Dates		Employers Name; Address; Nature of Business	Positions Held; Main Responsibilities; Key Achievements; Reason for Leaving
From MM/YY	To MM/YY		

EXPERIENCE, SKILLS & TRAINING

Essential Criteria

Give a clear and comprehensive account, with evidence and examples that demonstrate the specific ways in which you consider you meet all of the Essential Criteria. Please note the word limits for each criterion.

EDUCATION & QUALIFICATIONS

A 3rd level qualification (degree or diploma). Maximum 150 words.

EXPERIENCE

A minimum of 3 years' experience in a professional marketing, or communications, or public relations role. Maximum 400 words.

A successful track record writing and implementing communications, marketing, and social networking plans for audience development and events, and monitoring and evaluating the success of these. Maximum 400 words.

Experience of running successful media, advertising, print, and digital media campaigns and managing their budgets. Maximum 400 words.

Experience of setting sales targets, monitoring and managing sales outcomes, and customer service function. Maximum 400 words.

Experience of conducting effective evaluations, analyses, and reports for use by senior staff and for funding reports. Maximum 400 words.

Experience of line managing relationships, internal and external, with support staff, suppliers and service providers. Maximum 400 words.

SKILLS/COMPETENCIES

Excellent communication and advocacy skills, written and verbal, engaging effectively with stakeholders including audiences, funders, volunteers and interns. Maximum 400 words.

Excellent organisational skills and ability to effectively and accurately manage your own workload and meet deadlines. Maximum 400 words.

Competent and confident in the use of Microsoft Office software for word processing, spreadsheets, data processing, presentations, and email, for PC and/or MAC. Maximum 300 words.

GENERAL

An enthusiasm for the arts. Maximum 200 words.

Able to work flexible hours around meetings and events. Maximum 150 words.

Desirable Criteria

Please explain how you meet any, or all, of the following Desirable criteria:

EDUCATION & QUALIFICATIONS

A 3rd level qualification (degree or diploma) in marketing, communications or public relations.

Maximum 150 words.

EXPERIENCE

Experience of marketing in the arts sector. Maximum 400 words.

Experience of writing, and delivering detailed marketing and sales strategies for arts/entertainment events. Evaluating and presenting/reporting the outcomes to senior staff, Trustees and funders.
Maximum 400 words.

Experience of effectively using computerised and online ticket sales systems/software, for e.g. Spectrix, Enta, etc, to make bookings, generate marketing reports, and analyse data for a range of reporting needs. Maximum 400 words.

Experience of managing budgets in excess of £30,000 and applying appropriate procurement policies for quotations, and tendering. Maximum 400 words.

Experience of generating income from sources other than ticket sales, for e.g. sponsorship, advertising space, trusts and foundations, etc. Maximum 400 words.

SKILLS/COMPETENCIES

Ability to communicate with, motivate, manage and direct teams of people. Maximum 400 words.

GENERAL

Knowledge of arts/cultural policy and funding opportunities at local and national level. Maximum 400 words.

REFEREES

Please give the names and addresses of **2** people not related to you from whom references may be sought. At least 1 should be your most present, or a past employer, who has knowledge of you in a work situation and is able to comment on your ability to carry out the particular tasks of the job applied for.

Reference 1

Name	
Position	
Organisation	
Address	
Postcode	
Telephone No.	
Email	
Relationship to the applicant e.g. employer	

Reference 2

Name	
Position	
Organisation	
Address	
Postcode	
Telephone No.	
Email	
Relationship to the applicant e.g. employer	

I declare that the information provided on this form is true and complete to the best of my knowledge and belief. I understand that any false or omitted information may result in dismissal or other disciplinary action if I am appointed.

Signed: _____

Date: _____

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EQUAL OPPORTUNITIES MONITORING

Belfast International Arts Festival is committed to a policy of equality of opportunity in its employment practices, and in accordance with the Fair Employment & Treatment (NI) Order 1998, BIAF is required to monitor the community background of its workforce and applicants. To help us to achieve this aim we ask you to complete this monitoring form. The request for this information and the uses to which it will be put are within the scope of the Data Protection Act 1998, which allows for the collation and reporting of sensitive data for monitoring purposes. The monitoring form will be kept separate from the job application form, to ensure that none of the information you have provided is used in the selection decision.

Mark your responses by putting an 'x' in the box by clicking on the appropriate box.

Post Applied For:			
I consider myself to be:	Male:	Female:	
I am Aged:	Date of Birth: -- / -- / ----		

Community Background

Protestant:		Catholic:		Neither:	
If Neither, please specify:					

Diversity: Diversity questions are not about nationality, place of birth or citizenship. They are about broad ethnic groupings. For example, UK and Irish citizens can belong to any of the groups indicated. I would describe my ethnic or cultural origin as:

Black/African/Caribbean		Chinese	
Indian		Pakistani	
Traveller		White	
Other Asian: please describe			
Other: please describe			

Disability

The Disability Discrimination Act (1995) describes a disabled person as someone with a 'physical or mental impairment, which has a substantial and long-term adverse effect on his/her ability to carry out normal day-to-day activities'.

Do you consider yourself to have a disability?	Yes:	No:
If Yes, are you registered disabled:	Yes:	No:
If Yes, what is the nature of your disability:		

Additional Information

Where did you see the advertisement or how did you hear about this post?

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In line with the Asylum and Immigration Act 1996, applicants must be eligible to live and work in the United Kingdom without restrictions.	
Do you have the right to take up employment in the United Kingdom?	YES / NO
Do you require a Work Permit or Workers Registration?	YES / NO
If Yes, please provide details:	