

JOB INFORMATION

MARKETING MANAGER

(Re-advertisement – open to new applicants only, please do not apply if you submitted an application earlier this year.)



**BELFAST
INTERNATIONAL
ARTS
FESTIVAL**

Belfast International Arts Festival is Northern Ireland's annual celebration of contemporary arts from home and abroad and is widely recognised as both a significant event in Belfast's cultural calendar and a strategic leader in Northern Ireland's arts sector. We are known for showcasing world class artists and productions of a high international standard which reflect and promote both our changing city and the continuing evolution of creative practice from around the world.

We are seeking a driven and experienced Marketing Manager to join our small, high-performing team in this integral role within the organisation. The Marketing Manager will lead on preparing and setting marketing strategy, targets and objectives as well as the hands-on implementation of all strategy for sales, audience development, print, advertising and digital promotions, branding, and communications support for BIAF.

The Marketing Manager will work closely with the Artistic Director & Chief Executive to agree marketing outputs and will directly manage and oversee relationships with a range of external support services including box offices sales, PR, Communications and Design. In addition to the external services, this role is also supported by a freelance Marketing Officer and our Festival Engagement Officer, both for approximately 5 months of the year in the lead up to and during the annual October Festival.

If you would like to help us fulfil our ambitions, are a strategic thinker, excellent communicator, well organised, and a team player with a successful track-record leading event marketing, then we'd like to hear from you.

This is a full-time role and is a key team member within the structure of the organisation.

Contract/Employer: Belfast Festival t/a Belfast International Arts Festival.

Remuneration: £30,450 rising incrementally to £32,550 based on achievements/annual review.

Place of Work: BIAF office is at the Cathedral Quarter Managed Workspace on Royal Avenue, Belfast. Our team are currently working in a hybrid mix of from home and in the office. Off-site meetings and events may be held at other locations.

Reports to: Artistic Director & Chief Executive.

Duration: This is a permanent post, subject to successfully completing a 6-month probationary period and BIAF continuing to receive funding for the role.

Hours: 37.5 hours per week (full-time). Standard company hours are Monday to Friday from 9am – 5.30pm. Flexibility can be considered. Extra evening and weekend hours will be required in the run up to and during the annual Festival/events, and occasionally during the remainder of the year – a time off in lieu policy is in operation for hours worked beyond 37.5 per week.

Other Benefits:

- 23 days per annum paid holiday (plus NI public and bank holidays).
- BIAF offers a Workplace Pension with a 4% employer contribution.
- Mileage and business expenses are refunded for approved costs incurred.
- A 1-month notice period applies for both parties.
- BIAF operates a range of policies including Equality of Opportunity, Sustainability, Health & Safety, Safeguarding of Children & Vulnerable Adults, Data Protection, etc. BIAF is an Equal Opportunities Employer.

MAIN DUTIES & RESPONSIBILITIES

Marketing & Strategy

- Develop and deliver integrated marketing plans for the company and all events, incorporating communications, branding, audience development and sales strategies.
- Develop joint marketing initiatives with stakeholder organisations, particularly in the area of cultural tourism, acting as key point of contact with appropriate external bodies.
- Oversee production and distribution of all publicity online and print material including BIAF brochure, social media graphics, advertising, video, show programmes, etc.
- Manage BIAF website, social media accounts and CRM systems.
- Lead on market research and evaluation required by Festival and its stakeholders, and collate, analyse and disseminate results as required.
- Work closely with colleagues, sponsors and stakeholders to deliver agreed marketing outcomes and maximise branding opportunities.
- Represent and advocate for BIAF with stakeholders, cultural and business partners and the press/media.

Management & Planning

- Line manage temporary and fixed term, internal and external, team members as required to assist in the delivery of activities and events.
- Management responsibility for Festival Box Office and services, putting in place appropriate, systems, conditions of work, sales targets and monitoring the effectiveness of the sales team at each box-office location.
- Work with the General Manager to support recruitment and tendering processes for third party marketing service providers in compliance with company policies.
- Manage third party service providers for marketing, design, print and press/media relations.
- Put in place, deliver and monitor effective customer care systems, surveys and evaluations.

Sales & Reporting

- Oversee and manage box office arrangements for events across all Festival venues, working with third party service providers.
- Create, collate and deliver timely and effective monitoring reports to track sales progress and identify strategic gaps and opportunities.
- Assist in setting sales/income targets and regularly monitor/report on income against targets.
- Oversee development of the e-commerce functions of Festival, including but not limited to, ongoing management and development of the website and ticketing sales services.

Finance & Funding

- Support colleagues by providing data for funding applications, evaluations and reporting.
- Effectively manage marketing budgets ensuring best value is obtained in compliance with company procurement policy and procedures.
- Ensure BIAF tendering and financial procurement systems and procedures are followed

General/Other

- Represent and positively promote Festival at all levels, including attending events, stakeholder receptions, conferences etc
- Contribute to team, management and Board meetings as required
- Contribute to the creation and development of Strategic Business plans
- Comply with all company policies and procedures including, but not limited to, Health & Safety, Equal Opportunities, Data Protection, Finance & Procurement.
- Maintain up-to-date files and data storage systems where it can be shared with colleagues
- All staff are required to be professional, co-operative and flexible in the delivery of their remit

The above list is not intended to be exclusive or exhaustive, and the post holder may be required to undertake other duties that would be reasonably expected within the remit of this post.

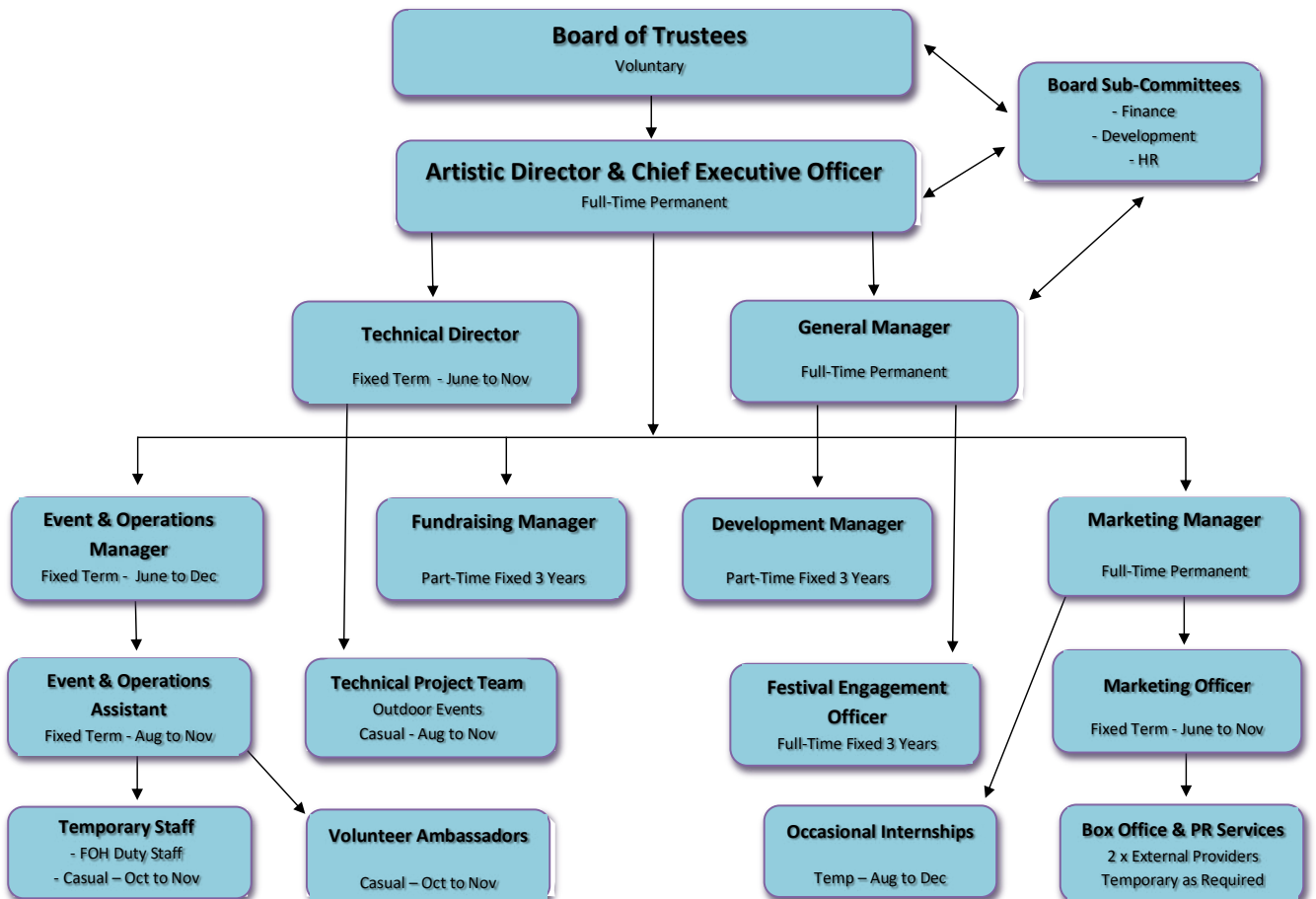
PERSON SPECIFICATION - CRITERIA

Experience, Skills, Knowledge & Qualifications

EXPERIENCE	Essential	Desirable
A minimum of 3 years' recent experience in a professional marketing, or communications role.	X	
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.	X	
Experience of running successful media, advertising, print, and digital media campaigns and managing their budgets.	X	
Experience of setting sales targets, monitoring and managing sales outcomes, and customer service function.	X	
Experience of conducting effective evaluations, analyses and reports for use by senior staff and in funding reports.	X	
Experience of directly line managing a variety of relationships, internal and external, with support staff, suppliers and service providers.	X	
A minimum of 1 years' full-time recent professional experience in a role as, or equivalent to, a Marketing Manager post.		X
Experience of marketing in the arts sector.		X
Experience of writing and delivering detailed marketing and sales strategies for arts/entertainment events.		X
Experience of working with computerised ticket sales systems/software, such as Ticketsolve or Spektrix, or similar.		X
Experience of managing budgets in excess of £30,000 and applying appropriate procurement policies for quotations, and tendering.		X
Experience of working with design and PR agencies.		X
SKILLS	Essential	Desirable
Excellent written and verbal communication skills, engaging effectively with stakeholders including audiences, funders, colleagues and volunteers.	X	
Excellent organisational skills and ability to manage a complex workload.	X	
Excellent interpersonal skills and ability to communicate with, motivate, lead and manage a team.	X	
Ability to manage multiple priorities and deadlines with excellent administration, record-keeping, organisation skills and attention to detail.	X	
Confident in use of Microsoft Office and Google software for word processing, spreadsheets, data processing, presentations, and email for PC and/or MAC.	X	

KNOWLEDGE	Essential	Desirable
Good knowledge of and passion for the arts.	X	
Knowledge of arts/cultural policy and sector in Northern Ireland.		X
QUALIFICATIONS	Essential	Desirable
A third level qualification (degree or diploma) or equivalent.	X	
A third level qualification, (degree or diploma) or equivalent, in a relevant subject for example, marketing, communications, or public relations.		X
OTHER		
Enthusiasm, drive and commitment for continuous improvement.	X	
Able and willing to work unsocial hours during busy periods including evenings and weekends during Festival and when required to facilitate meetings, events and deadlines.	X	

BELFAST INTERNATIONAL ARTS FESTIVAL - ORGANISATION CHART



BACKGROUND INFORMATION

BIAF was re-envisioned as an independent charitable company in 2015, out of the previous Belfast Festival at Queen's, to deliver an annual, city-wide, international contemporary arts event. Having just celebrated our 60th year, **BIAF** continues to be widely recognised as both a significant event in Belfast's cultural calendar and a strategic leader in Northern Ireland's arts sector, and is recognised for showcasing world class artists and productions of a high international standard that reflects and promotes both our changing city and the continuing evolution of creative practice from around the world.



The annual event, which mainly takes place in October/November, includes theatre, dance, music, visual arts, film, literature, thought leadership and outdoor community events to animate the public realm.

The vision of BIAF as the preeminent, progressive international arts event, is to create a genuinely civic event of contemporary arts and ideas from home and abroad that has international stature and appeal. With our partners throughout the city, we create a distinctive environment for audiences to enjoy and participate in inspirational and transformative 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 BIAF 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.

How to Submit your Application

A complete application must include the following 3 attachments in either Word or Pdf format:

1. **A completed Statement of Suitability form** – responding to the Essential & Desirable Criteria
2. **Your full professional detailed CV, to include contact details for 2 Referees**
Referees may not be related to you. One should be a current, or most recent employer, and at least one should be someone that you have worked for in a professional marketing capacity.
3. **A completed Monitoring Questionnaire**

Application Deadline

Please email your application to recruitment@belfastinternationalartsfestival.com any time before **4pm on Wednesday 31 May 2023**.

Belfast International Arts Festival

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Charity Number: NIC103560. Company Number: NI631354. VAT Registration: 220 232 363

Belfast Festival T/a Belfast International Arts Festival