

## INFORMATION ON THE POST OF MARKETING MANAGER



**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.

The Marketing Manager is a key role within the company leading on the design and implementation of all marketing strategy, sales, audience development, print and digital promotions, branding, and communications to build and maintain audiences and stakeholder support for the Festival. The post-holder will work closely with the Artistic Director & Chief Executive, and is supported by a freelance Marketing Officer for approximately 5 months around the period of the Festival.

**Employer:** Belfast International Arts Festival.

**Salary:** £27,000 - £31,000 per annum, (based on experience).

**Place of Work:** The company offices are located at the Cathedral Quarter Managed Workspace on Royal Avenue, Belfast. Off-site meetings and events may be held at other locations.

**Reports to:** Artistic Director & Chief Executive.

**Duration:** This post is permanent, subject to a 6-month probationary period, and to continuing funding/grant aid.

**Hours:** 37.5 hours per week (full-time). The general company hours are Monday to Friday from 9am – 5.30pm. Flexibility and extra evening and weekend hours will be required in the run up to and during the Festival period, 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.

**Salary:** £27,000 - £31,000 per annum (based on experience).

**Expenses:** Mileage allowance and business expenses are refunded for approved costs reasonably incurred in delivery of the post.

**Benefits:** 33 days per annum paid holiday (including public and bank holidays). The annual leave year is April to March. Additional UK 'Celebration' days for events such as a royal wedding, jubilee, etc.

Workplace pension with a 4% employer contribution. A minimum 1% employee contribution is required.

**Other Benefits:**

- Mobile phone provision for work activity
- Organisation wide training budget
- Travel insurance when on company business
- BIAF operates a range of policies including Equality of Opportunity, Health & Safety, Safeguarding of Children & Vulnerable Adults, Data Protection
- A 4-week notice period applies for both parties

## COMPANY INFORMATION

**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.

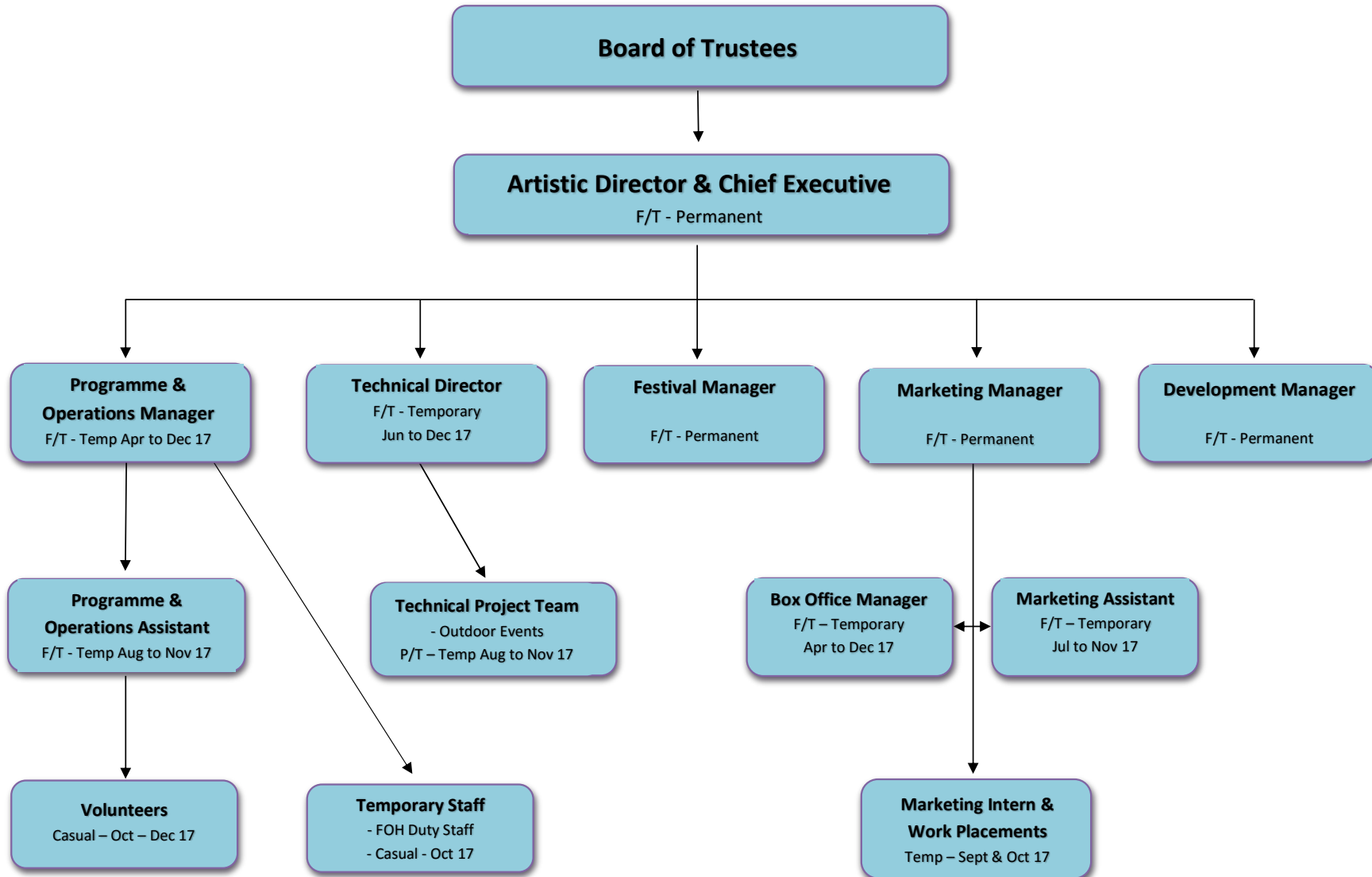
Reflecting contemporary culture from across the globe to audiences from Belfast, NI and visitors to the province.

- 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

# BELFAST INTERNATIONAL ARTS FESTIVAL - ORGANISATION CHART 2017



## PERSON SPECIFICATION – MARKETING MANAGER

	ESSENTIAL CRITERIA	DESIRABLE CRITERIA
<b>Experience</b>	<p>A minimum of 3 years' experience in a professional marketing, or communications, or public relations role.</p> <p>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.</p> <p>Experience of running successful media, advertising, print, and digital media campaigns and managing their budgets.</p> <p>Experience of setting sales targets, monitoring and managing sales outcomes, and customer service function.</p> <p>Experience of conducting effective evaluations, analyses and reports for use by senior staff and in funding reports.</p> <p>Experience of line managing relationships, internal and external, with support staff, suppliers and service providers.</p>	<p>Experience of marketing in the arts sector.</p> <p>Experience of writing and delivering detailed marketing and sales strategies for arts/entertainment events.</p> <p>Experience of working with computerised ticket sales systems/software.</p> <p>Experience of managing budgets in excess of £30,000 and applying appropriate procurement policies for quotations, and tendering.</p>
<b>Skills</b>	<p>Excellent written and verbal communication and advocacy skills, engaging effectively with stakeholders including audiences, funders, volunteers and interns.</p> <p>Excellent organisational skills and ability to manage a complex workload.</p> <p>Competent and confident in the use of Microsoft Office and Google software for word processing, spreadsheets, data processing, presentations, and email, for PC and/or MAC.</p>	<p>Ability to communicate with, motivate, manage and direct teams of people.</p>
<b>Qualifications</b>	<p>A 3rd level qualification or demonstrable equivalent professional work experience.</p>	<p>A 3rd level qualification (degree or diploma) in marketing, or communications, or public relations.</p>
<b>Other</b>	<p>Enthusiasm, drive and commitment for continuous improvement.</p> <p>Able to work flexible hours around meetings and events.</p>	<p>Knowledge of arts/cultural sector in Northern Ireland.</p>

## **MARKETING MANAGER**

### **Main Duties and 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 including corporate print, main Festival brochure and other event publicity.
- Lead on market research and evaluation required by Festival and its stakeholders, and collate, analyse and disseminate results as required.
- Work closely with our sponsors to deliver agreed marketing outcomes and maximise branding opportunities.
- Represent and advocate for Festival to stakeholders, cultural and business partners and the press/media.

#### **Management & Planning**

- Line manage temporary and fixed term marketing support staff as required to assist in the delivery of activities and events, including the seasonal freelance Marketing Officer (approximately 5 months around the period of the Festival).
- Line-management responsibility for Festival Box Office and Front of House staff and services, putting in place appropriate conditions of work, sales targets and monitoring the effectiveness of the sales team at each box-office location.
- Support the recruitment process for third party marketing service providers in compliance with company policies.
- Line manage third party service providers for marketing, design, print and press/media relations.
- Put in place and monitor effective customer care systems.

#### **Sales & Reporting**

- Oversee and manage box office arrangements for events across all Festival venues, working with third party service providers and freelance box office staff.
- Create, collate and deliver timely and effective monitoring reports to track sales progress and identify strategic gaps and opportunities.
- Set sales/income targets and regularly monitor/report on income against targets.
- Oversee development of the e-commerce functions of Festival, including ongoing management and development of the website and online ticketing.

#### **Finance & Funding**

- Support colleagues by providing information for use in funding applications, evaluations and reporting.
- Manage marketing budgets ensuring best value is obtained in compliance with company procurement policy and procedures.

### General/Other

- Represent and positively promote Festival at all levels
- Contribute to management and team meetings
- Contribute to the creation and development of Strategic Business plans
- Attend and present to meetings of the Board of Directors as required
- Comply with all company policies and procedures including, but not limited to, Health & Safety, Equal Opportunities, Data Protection, Finance & Procurement, etc.
- Maintain appropriate records in an accessible manner
- 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 the delivery of their remit

### HOW TO APPLY

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 **11pm on Sunday 5<sup>th</sup> November 2017**. Please email your application to [recruitment@belfastinternationalartsfestival.com](mailto:recruitment@belfastinternationalartsfestival.com). Late applications will not be accepted.

We will contact you to confirm receipt of your emailed application, please note this may take a few days. No telephone or walk-in enquiries please. All applications are considered confidential. Belfast International Arts Festival is an equal opportunity employer.

Please note that we anticipate holding interviews on Friday 17<sup>th</sup> November 2017 with the post to commence in early 2018.



**Belfast**  
City Council

