



Fierce would like to meet... a Marketing Coordinator

Fierce is seeking a Marketing Coordinator to work across multiple projects in 2022 including two public realm works with the [Birmingham 2022 Festival](#) (part of the Commonwealth Games) and our 25th anniversary festival in October.

With so much going on, we are looking for someone with strong marketing skills and experience working across multiple projects to promote our work and capitalise on this opportunity to build local audiences and improve our national and international brand. It is important for us to find someone who is passionate about our work and shares our values, although you don't have to have worked on these kind of projects before, we would like to understand how your skills and experience are transferable.

Working Culture

We want all Fierce employees to feel comfortable and able to be themselves at work. Our working culture is built on Fierce's core values of Trust, Joy, Disruption and Rigour. As the Fierce team grows it is important to us that we maintain a caring working environment. Our working culture is fluid and all team members have agency to influence it. [Read more about our working culture here.](#)

We are committed to being an inclusive workplace where all employees feel able to be their whole selves, free of (micro)aggression. Particularly, in this moment, we highlight our commitment to anti-racism and trans rights. We are available to talk to anyone who wants more information about this, particularly if it may make them feel more comfortable in applying to work at Fierce. [You can read more about our work in this area and how we are holding ourselves accountable here.](#)

From our programme to our working culture, we aim to be as accessible and inclusive as possible. We are committed to making application processes as accessible as possible and are happy to provide information in alternative formats and answer any other questions you may have regarding this opportunity. We actively encourage and welcome access documents.

To arrange a phone call or video call to discuss Fierce's work around anti-racism, trans rights, or to confidentially discuss access requirements, or request information in alternative formats, please contact our General Manager Catherine Groom at catherine@wearefierce.org.

With this round of recruitment, we will implement the Rooney Rule meaning that we will offer interviews to all candidates who meet the basic eligibility criteria who are Black, from the African Diaspora, from the South, East and South East Asian Diaspora, who are ethnically diverse and who experience racism. Therefore, our interview panels will be representative of a spectrum of protected characteristics.

Terms and Conditions

Period of work and hours: February – October 2022 (inclusive), 9 months fixed-term contract at 3 days per week.



As this is a part time post, we are happy to discuss flexible arrangements for your working pattern so that you can combine fulfilling the requirements of this role with other commitments.

Salary: £23,000 pro rata; this equates £1150 per month, before tax.

Holiday: 13 days (equivalent to 30 days if this was a full-time post). Bank holidays are additional to this allowance.

Responsible to: Artistic Director

Location: The role will be based at the Fierce office (we are currently relocating but this will be in Birmingham and accessible by public transport). There is some flexibility to work from home but some attendance in the office will be required as well as travel to meetings and events in the region.

About the Role

Campaigns

- Work with the core Fierce team and project Producers to create and implement marketing campaigns with clear objectives that deliver against relevant audience development plans.
- With the Artistic Director and project Producers, set and monitor both the organisational and project Marketing budgets, developing strategies to maximise its effectiveness.
- Undertake research and liaise with artists to inform campaigns and content creation.
- Maintain and develop relationships with key external partners to arrange reciprocal marketing activity.
- Ensure that venue and presenting partners are kept up-to-date and have all the necessary information and promotion materials (including logos, digital content and print where appropriate) with which to promote Fierce events.

Content

- Work with the festival team, designers, PR company, artists and co-presenters to gather content to promote the festival and other projects, ensuring consistency across different platforms.
- Work with the core Fierce team and project Producers to compile, proof and edit content for the brochure, website (Wordpress) and any other associated print.
- Act as the main point of contact with our designers to develop and maintain the website and create/refresh new assets e.g. newsletter templates etc as needed.
- Work with artists and external documenters to create and edit video content to promote the festival and other projects across multiple platforms.
- Develop and schedule a calendar of engaging content to post across Fierce's social media platforms to promote our work, maintaining the Fierce tone of voice.
- Develop content and compile the monthly Fierce newsletter (Mailchimp).



- Work with documentation teams across different projects to release engaging and up-to-date content throughout the delivery period of those projects.

Evaluation

- Lead on the evaluation of marketing campaigns, collating and reporting on analytics and using this to suggest and implement change, where appropriate.
- Work with the Birmingham 2022 team to coordinate audience surveying and evaluation.
- Work with the core Fierce team to design the survey for festival audiences using both the previous evaluation framework and Audience Finder template.
- Coordinate the collation of audience surveys and engage audiences in creative ways of giving feedback on festival events.
- Collate ticketing data and ensure compliance with Audience Finder data specifications to make use of their audience insight tools.

Other

- Delegate to and monitor marketing volunteers and student placements as appropriate.
- Coordinate and deliver the Fierce campaign with a range of stakeholders, including distribution companies, advertisers etc.
- Attend Fierce events including being available through festival week (10th - 16th October 2022).
- Represent Fierce and be an ambassador for our work at key events.
- Any other tasks or duties as may reasonably be required by the core Fierce team.

About You

Essential	Desirable
Interest in live art which could include (night)club culture, performance art, cabaret, socially engaged art, participatory projects, experimental theatre & dance.	Experience of managing complex budgets across a variety of simultaneous projects
Experience of using multiple platforms for marketing and engaging audiences	Experience of working with Audience Finder and an understanding of Audience Agency frameworks and insight tools
Experience of creating and implementing marketing campaigns that deliver against clear objectives	Experience of working closely with artists
Experience of working with multiple stakeholders to collate and develop content with a consistent voice	Experience of content creation and documentation including photography and videography
Experience of using Wordpress (or similar website management systems) and Mailchimp (or similar email marketing systems)	Ability to design and edit images for digital and print assets



Commitment to inclusivity including anti-racism and trans rights.	
Experience of leading evaluation processes using a variety of methods	
Ability to communicate effectively and appropriately.	
Excellent organisation skills with the ability to prioritise and manage workload.	
Ability to develop strategies in order to work and problem-solve independently with enthusiasm and willingness to get 'stuck in' and take initiative.	
Ability to work collaboratively as part of a small team with a 'can do' attitude.	
Strong IT skills including experience of using Microsoft Office programmes.	
Working knowledge of GDPR and experience of safely handling data.	

You do not need a degree to apply for this role.

How to apply

Please submit the following to tinisha@wearefierce.org by 9am on Tuesday 4th January:

- an up-to-date CV – this can be in the form of a link to a website or LinkedIn if it saves you time.
- a covering letter of no longer than one side of A4 or video/voice note of no longer than three minutes, detailing your experience and suitability for the role
- the Equal Opportunities Monitoring Form

You must submit all three to be eligible for the role.

If you need a few tips for writing or recording your Covering Letter, you can read our advice [here](#).

We will not penalise applications that are a few minutes late but please be respectful of other applicants by not submitting applications hours or even days later.

Interviews: Interviews will be held on Tuesday 11th January. We will let you know by the end of the day on Wednesday 5th January if you have been invited to interview. We will let you know when we invite you to interview who will be on the panel and will send out copies of all interview questions in advance.