



Fierce Festival Marketing Coordinator Job Description

Fierce is seeking an experienced Marketing Coordinator to join the team in the run-up to the festival in October 2019, leading on all aspects of promotion of the festival and developing audiences.

Fierce's vision is based on equality of access and opportunity and the active promotion of diversity. We would be particularly interested to hear from anybody who has felt marginalised for whatever reason and we are particularly interested to hear from people of colour.

Background:

For just one special week every two years, Fierce gathers the most exciting artists from around the world in Birmingham to share ideas and celebrate; you won't find this assembly of artists anywhere else in the UK. Traversing theatre, dance, performance art, installation, club nights, participatory projects and more, there is nothing for everyone but something for everybody.

Roles and Responsibilities:

- Work with the festival team to create and implement a marketing plan with clear objectives that deliver against our audience development plan.
- Manage the festival marketing budget, developing strategies to maximise its effectiveness.
- Work with the festival team to compile, proof and edit content for the brochure and website.
- Manage Fierce's social media platforms (including Facebook, Twitter, Instagram and Vimeo), developing content for the promotion of the festival and associated events.
- Generating content and copy for and compiling and sending the Fierce Festival newsletter (Mailchimp) and report data and feedback on campaigns to festival team.
- Coordinating the delivery and postage of Fierce marketing materials locally, nationally and internationally.
- Work with the festival team, designers, PR company, artists and co-presenters to gather content to promote the festival across different platforms.
- Manage and delegate to marketing volunteers.
- Coordinate exit flyering for events in advance of the festival.
- Oversee the management of the ticketing for the festival including box office, collection points and liaison with partner venues.
- Work with festival documentation team to release content throughout the festival week to drive audiences and digital engagement.
- Manage the collation of audience research data and engage audiences in giving feedback on festival events both at the festival and after it has finished.



Experience and Qualities:

Essential	Desirable
Experience of working on a festival or for an arts organisation in a marketing role.	Knowledge of and passion for live art.
Experience of creating and delivering effective campaigns over digital channels including social media, website and email.	Experience of developing basic online content (eg gifs and marketing images)
Experience of liaising with artists, designers and PR companies to develop promotional content.	Experience of working with box office and ticketing systems.
Experience managing budgets.	
Excellent copywriting, editing and proofing skills.	
Excellent written and verbal communication skills.	
Ability to set and work to targets and deadlines.	
Ability to work independently and as part of a team.	

Fee: £5000 (*This is a freelance role with a set fee, the person appointed will be responsible for paying their own tax and NI contributions.*)

Period of work: The role will start in February 2019, we expect the person appointed to do 1-2 days/week rising to full time in the week of the festival. The appointed person must be available for the festival launch and to attend events throughout the week of the festival. The role will continue until November 2019. It is expected the role will be 36 days in total with some flexibility in the earlier months to fit these around other commitments.

Responsible to: Artistic Director.

Responsible for: 2-5 marketing volunteers for up to 3 months, focussing on social media, flyering etc.

Location: The role will be based at the Fierce office in Digbeth with some meetings in the region.

How to apply:

Please submit an up-to-date CV and a covering letter of no longer than one side of A4 detailing your experience and suitability for the role as well as the Equal Opportunities Monitoring Form to catherine@wearefierce.org by midnight on 3rd February 2019.