



Marketing Manager Job Description

Job Title:	Marketing Manager
Type:	PAYE
Reports to:	CEO
Hours:	Full time (37.5 hours per week)
Salary:	up to £27,500 per annum, plus additional benefits
Holiday:	28 days per annum (including public holidays)

Summary of the Role

Brighton Fringe Ltd seeks a highly motivated, dynamic and creative individual for the position of Marketing Manager.

Leading the marketing and communications team, and working closely with all departments and stakeholders (including venues, participants, press, suppliers and commercial partners), the Marketing Manager is responsible for the formulation and delivery of an integrated marketing, press and PR strategy for Brighton Fringe. The role oversees, develops and manages the delivery of Brighton Fringe in-house events, including launches, awards and Fringe City, our outdoor showcase event that takes place every weekend of Brighton Fringe.

In addition, the role also develops and delivers the marketing strategy for Jubilee Square, an outdoor space managed by Brighton Fringe. They are responsible for all marketing aspects of promoting the hire of the square, working closely with the Development team.

The post holder will have a proven record of developing effective, target-driven marketing plans. They will have management and arts marketing experience, and will be able to inspire and lead a small team to help take Brighton Fringe to the next stage of its development. This is a crucial and wide-ranging role within the central organisation that runs England's largest and fastest-growing arts festival.

Key Duties & Responsibilities

1. Marketing

- Develop and manage the delivery of an integrated marketing strategy in line with the ethos of Brighton Fringe and as agreed by the CEO and the Board.
- With the CEO, manage the marketing budget to ensure all activities are delivered within budget, reducing costs wherever possible.
- Manage the implementation of integrated marketing plans, liaising with other staff as required to maximise awareness of all activities throughout the Brighton Fringe cycle, across all platforms and outlets.
- Ensure all marketing and communications are on brand and all brand guidelines are followed across the organisation's activities.
- Produce the annual creative brief, and recruit an artist to work with each year
- Develop and manage the delivery of an integrated marketing strategy for Jubilee Square – an outdoor space newly managed by Brighton Fringe
- Plan, develop and manage all aspects of the print production, including design, content, print and distribution, in liaison with the Venues & Companies Manager, and oversee the Marketing Coordinator to ensure delivery on time and within budget.

- Manage, co-ordinate and oversee the development of all aspects of the Brighton Fringe website, liaising with developers to ensure timely delivery of all elements.
- Manage and further develop a multimedia (video, photo and audio) and digital strategy (website, email and social media) in line with marketing activity.
- Manage and coordinate the delivery of a Fringe app liaising with developers to ensure timely delivery.
- Work with the CEO and the Development Team to prepare presentations, matrix analysis and brand benefits, which can be communicated effectively to sponsors, partners and other stakeholders in line with Brighton Fringe positioning.
- Manage and co-ordinate stakeholder feedback and data analysis.
- Maintain and further develop partnerships with creative and educational institutions to help deliver work and content.
- Maintain and further develop in-kind partnerships that support the delivery of marketing activities.
- Liaise with the Development Team to ensure digital advertising opportunities are available for sale in a timely manner.

2. Communications

- Develop and manage, in liaison with other staff as required, year-round PR initiatives and events to further raise the profile of Brighton Fringe and Jubilee Square locally, nationally and internationally.
- Develop and manage the delivery of creative and effective media communication campaigns including the provision of Press Packs and other marketing material as required.
- Manage and further develop media partnerships secure coverage and content on line and in print, maintaining a database of press and media contacts and manage effective working relationships with all media.
- Work with the PR Agency when in place, and at other times support the Marketing Coordinator to create effective press releases and media coverage.

3. Events

- Working with the Events Producer, when in place, ensure that all event branding is correctly designed and displayed in accordance with brand guidelines and meets commercial and funding partnership requirements.
- Oversee the Events Producer and Development Team to ensure all commercial partnership agreements are met in respect of activities in and around Fringe City and at other events.
- Ensure all infrastructure, display materials and programmes are produced correctly and on time for Fringe City and other events.

4. Staff Management

- Manage, co-ordinate and work effectively with the marketing team, including contractual staff and volunteers to deliver marketing outcomes on time and within budget.
- Manage, co-ordinate and work effectively with the Events Producer and events team, when in place, to deliver marketing for Fringe City and other events on time and within budget.
- Manage, coordinate and work effectively with the Marketing Coordinator and Marketing Assistant, to ensure the production and distribution of all printed materials on time and within budget.
- Manage, co-ordinate and work effectively with the PR Agency, when in place, to ensure media coverage online and in print.
- With the Operations Manager, carry out annual appraisals for all marketing personnel, identifying training and development needs and opportunities where appropriate.

5. Reporting and Financial Management

- Ensure timely accurate reporting to the CEO and the Board as required.

- Manage the research and evaluation of all marketing and communication activities including digital interaction and web analysis.
- Use data to measure the success of campaigns, reporting frequently on performance to the Senior Management team and to form recommendations and plans for optimising strategies
- Manage marketing budgets to ensure best value is achieved at all times and where possible work with partners and suppliers to provide Value in Kind support.
- Work with the Development Team to ensure Brighton Fringe fulfils all sponsorship and funding obligations relating to marketing, communications and events.
- Manage the evaluation process for audiences and marketing partnerships.
- Compile annual feedback reports for the CEO and Board
- Work with the CEO, Finance Manager and marketing team to create the annual review in an accurate and timely manner.

6. Other Duties

- Implement all of the organisation's policies and procedures such as the equalities policy and ensure this underpins all other practices, policies and procedures.
- Contribute to the collation and preparation of statistical information relating to marketing activity for the Board and any other essential requirements of stakeholders, sponsors or business partners.
- Liaise with Participant Services, Operations, Development and Box Office staff as required to delivery effective online and print marketing.
- Work with the Board and sub groups as required.
- Attend meetings, conferences and events as a representative of the Fringe as agreed with the CEO.
- Undertake any other duties in line with the responsibilities of the post as requested by the CEO or Board.

7. General

- Setting up / improving systems for planning and evaluating work
- Attend training and development courses as required.
- Attend meetings with the Board as and when necessary.
- Be available for the duration of Brighton Fringe each May and June.

Key Working Relationships

1. CEO
2. Senior Management Team
3. Marketing Team including seasonal Events and Press staff
4. Participant Services, Box Office, Relationship and Development staff
5. Operations Manager
6. Brighton Fringe Chair and Board of Directors
7. All other staff and volunteers

Person Specification

ESSENTIAL

- Excellent communication skills
- Excellent organisational and administration skills, including ICT skills, especially Adobe Creative Suite
- Ability to work accurately under pressure and to meet deadlines
- Ability to manage staff and volunteers and set targets to achieve desired outcomes on time and within budget
- Availability to travel and to work flexible hours when required
- Ability to work independently or as part of a team when required

- Experience of managing and working within very small teams or organisations

DESIRABLE

- Knowledge of, or interest in, the festival/arts sector, within Brighton & Hove in particular
- Knowledge of council planning procedures for outdoor events
- Knowledge of health and safety regulations relating to events
- Experience of working for a not-for-profit organisation
- Experience of working with volunteers

GENERAL:

- Excellent ability to establish and maintain positive working relationships
- Ability to influence and persuade other to gain acceptance or agreement of ideas and approaches
- Has a personal commitment to organisational excellence; displaying honesty, integrity and a strong sense of ethics in all decisions and actions
- Works well within a team and able to input where needed
- Resilience and the ability to remain calm and focused under conditions of stress

Additional benefits of Working for Brighton Fringe:

- Platinum Friends Membership (worth £200 per year)
- Free event registration each year
- Christmas party
- Invites to exclusive events throughout the year
- Free ticket opportunities
- Opportunity to travel to other Fringe events around the globe
- Central Brighton office location

Your Application

Please email a copy of your completed application form by 12pm on 12pm, Thursday 16th December 2021 to: info@brightonfringe.org

Application is by application form only. Please note that we will not accept CVs as application for this position.

Deadline for applications: 12pm, Thursday 16th December 2021
Interviews: Week commencing 20th December 2021
Start Date: January 2022

Brighton Fringe is a company limited by guarantee and registered with the Charity Commission. We are an equal opportunities employer.