**Marketing & Communications Manager Job Description**

**Job Title**: **Marketing & Communications Manager**

**Type**: Freelance fixed-term Contract January – June 2024 (approx. 99 – 104 days)

**Reports to**: Head of Operations & Development

**Hours**: Jan – Feb 4 days per week`

 March – April 5 days per week

 May up to 6 days per week depending on workload during the live festival
 June – 2 days per month to contribute the evaluation process post festival.

**Salary**: £15,000 contract (paid monthly)

**Location:** Central Brighton office with hybrid working.

**Benefits:** Platinum Friends of Fringe membership, free event registration or staff bursary each year.

**Summary of the Role**

This is a temporary role to deliver the effective marketing and communications strategy for Brighton Fringe 2024. Working closely with the Brighton Fringe team, partners, sponsors, and stakeholders the Marketing & Communications Manager is responsible for elevating the brand and reputation of Brighton Fringe, increasing awareness of the festival and improving ticket sales. The post holder will have a proven record of developing effective, target-driven marketing plans, ideally within the arts sector.

**Key Duties & Responsibilities**

General Duties

* Delivery of an integrated marketing strategy for Brighton Fringe 2024 and managing the marketing budget to ensure all activities are delivered within budget, reducing costs wherever possible.
* Ensure all marketing and communications are on brand and all brand guidelines are followed across the organisation’s activities.
* Plan, develop and manage the festival’s print production, including design, content, print and distribution, in liaison with the Artist Services Manager.
* Maintain and develop partnerships that support the delivery of marketing activities, both via the delivery of sponsorship packages and in-kind partnerships.
* Ability to work up to six days a week, including some evenings and weekends during the live festival.
* Implement all the organisation’s policies and procedures such as the equalities policy and ensure this underpins all other practices, policies and procedures.

Communications & Press

* Develop and manage, in liaison with other staff as required, year-round PR initiatives and events to further raise the profile of Brighton Fringe locally, nationally and internationally.
* Write and distribute regular press releases for the press and manage press recommendations and press packs.
* Develop and maintain relationships with journalists and members of the press to encourage coverage of Brighton Fringe and its events in local, national and international media.
* Represent Brighton Fringe during press events or on television and radio.

Events

* Work with the wider Brighton Fringe team to develop and execute events including launches, press launches, awards and any other relevant events.
* Ensure marketing plans for such events are effectively executed and well attended.

Digital Marketing & Web

* Develop and execute an effective social media strategy including coverage across Facebook, Instagram, X (Twitter), Tik Tok and Linked In.
* Develop and execute and effective email campaign strategy using Octopus Email alongside campaigns to increase our database size.
* Work with our partner Trapeze Media to deliver a successful Google Ads strategy.
* Improve and maintain the Brighton Fringe website, including developing and effective SEO strategy.

Evaluation

* Ensure timely and accurate reporting to the Board as required.
* Manage marketing budgets to ensure best value is achieved at all times.
* Manage the evaluation process for audiences and marketing partnerships.

**Person Specification**

**ESSENTIAL**

* Excellent communication skills alongside strong copywriting skills.
* Demonstrable skills in social media content creation.
* Excellent organisational and administration skills, including ICT skills, especially Adobe Creative Suite.
* Experience in planning and delivering email marketing strategies.
* Ability to network and develop relationships with members of the press and media.
* Ability to work accurately under pressure and to meet deadlines and the 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.
* Experience of planning and executing events.
* Experience of Wordpress websites.

**DESIRABLE**

* Knowledge of, or interest in, the festival/arts sector, within Brighton & Hove area.
* Knowledge of SEO strategy and Google Ads/Analytics.
* Experience in print design and distribution.