

KING'S LYNN festival

Marketing Officer

Information Pack

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King's Lynn Festival – Introduction

The Festival was founded by Ruth Lady Fermoy to celebrate the opening in 1951 of the newly restored 15th Century Guildhall of St. George. It soon gained a reputation for bringing distinguished performers, orchestras and ensembles to the town. In the early years we welcomed Yehudi Menuhin, Peter Ustinov, Joyce Grenfell, John Betjeman, Benjamin Britten and Sir John Barbirolli with the Hallé Orchestra. More recently the Festival has featured art historian Andrew Graham-Dixon, Courtney Pine, Andrew Motion, Lesley Garrett, the Unthanks, legendary pianist Alfred Brendel, flautist Sir James Galway and celebrated soprano Dame Kiri Te Kanawa.

Last year the 68th Festival welcomed more than 553 performers to King's Lynn over 15 days in July. The Festival comprised 40 ticketed events, 15 free recitals/events, 4 new commissions and 2 free exhibitions, taking place at 18 different locations. It also involved around 50 volunteers who helped with stewarding, hospitality and catering. Additionally 30 fringe organisations presented events and exhibitions which were independently organised and promoted under the Festival banner.

King's Lynn Festival is a registered charity and a company limited by guarantee, overseen by a volunteer Board of Directors, and is managed day to day by a small team comprising three part-time 'on site' staff - Administrator, Administrative Assistant, Marketing & Publicity Officer and an 'off-site' freelance Artistic Director.

JOB DESCRIPTION

About You:

You will bring with you excellent written and verbal communication skills, confidence in dealing with a range of people, high level ICT skills and design and publicity experience in a relevant role and environment. You will be highly motivated, creative, enjoy working as part of a hardworking and professional team and have an interest in the arts and cultural activities. Previous experience in an 'arts' role is not essential, but we will look for candidates with an enthusiasm for developing within this area and who can confidently outline transferable skills and experience.

Reports to: Administrator

Purpose: The role of the Marketing Officer is to work with the Administrator, Festival Board and the Artistic Director in the promotion, delivery, and effective development of the annual Festival of music and the visual arts, and its associated year-round events and community education projects

Outline Responsibilities

The post holder will be responsible for publicising the annual Festival and year-round events and activities. Working alongside the Administrator you will be expected to raise public awareness of the Festival company's activities, develop its profile in the public and private business sectors, maximise attendance at events, promote the Festival at local, regional and national level, and be committed to maintain a national-standard arts festival within tight financial considerations.

- **Data management & market research.** Maintain the audience and membership data bases, organise mailings, and carry out market research projects as agreed with the Board. Responsible for GDPR security.
- **Website & Social media.** Work with web designers to ensure the website is up to date; upload press and publicity material regularly; develop profile in social media and e-marketing, and extend linkages with partners' and other websites.

- **Copy Writing & Printing.** Write, proof and co-ordinate production of Festival publicity material, including brochures, press releases, individual programmes, and copy for other publications. Negotiate and arrange the design & printing of publicity material and brochures.
- **Publicity & Advertising.** Ensure comprehensive distribution of Festival programme publicity throughout the region, and local posters, flyers etc. Prepare and site portable promotional displays, and identify display opportunities. Negotiate the placement of advertisements in publications, and their design as required and within budget; sell advertising space in the Festival's publications.
- **General.**
 Promote the appropriate image for the Festival with all local, regional and national partnerships and contacts. Help to retain and nurture business sponsors, managing their publicity materials; engage with private sponsors to encourage their continued support; and encourage the continuing contribution of volunteers and supporters. Assist in event management requirements, including 'Front-of-House' assistance and support before and during events, as delegated by the Administrator.
 Represent the company with diplomacy, discretion and courtesy at all times, safeguarding all confidential information.
 Comply with all company policies and undertake any other reasonable duties as required by the Administrator and Board of Trustees.
 Undertake any other duties assigned by the Administrator which might reasonably be deemed to be within the status of the job and appropriate to the post.

Compliance

- Carry out all duties within parameters agreed with the Administrator and in accordance with appropriate internal and statutory procedures
- Adhere at all times to KLF employment policies and procedures with particular reference to Health and Safety, Equal Opportunities and Child Protection
- Work collaboratively with team members, volunteers and other colleagues in order to meet organisational objectives

Training

- Undertake training as identified and agreed with the Administrator to ensure the ongoing effective delivery of the role

Particular conditions that the post-holders must be willing/able to comply with in order to perform the job:

- Some weekend and evening work will be required, particularly nearing and during the Festival period.
- On occasion travel locally within King's Lynn and across Norfolk may be required.
- Time off in lieu is available for all posts at the discretion of Administrator. KLF does not pay overtime.

PERSON SPECIFICATION

Knowledge	Essential	Desirable
Confident and competent IT user with a good working knowledge of MS Office and graphic design packages	√	
Experience of using database systems and the requirements of GDPR legislation	√	
Knowledge of social media platforms, mailing software (mail chimp used) and website management	√	
Knowledge of and/or keen interest in the arts		√
Awareness of diversity, access and equal opportunities issues		√
Qualifications		
Qualified to 'A' level or above or equivalent	√	
Qualified to degree level or equivalent		√
Good numeracy skills with at a least a GCSE in Maths and a GCSE in English (or equivalents)	√	
Experience		
Previous experience of working in an arts environment in a voluntary or paid capacity, preferably within an office based team environment		√
Marketing and promotional activity and practices, including compiling, editing and proofing and distributing publicity materials, website and social media posts.	√	
Dealing directly with print and broadcast media enquiries and contacts	√	
Market Research, Copyright, Branding , budgeting, negotiating with external providers and partners		√
Managing multiple priorities, working well under pressure and meeting deadlines	√	
Personal attributes		
High degree of commitment and flexible approach to working hours	√	
Keen and willing to learn new skills	√	
Outward going, confident and friendly with people : team player	√	
Ability to travel independently both locally within King's Lynn and across Norfolk	√	
The ability to respond positively and creatively to challenges	√	
Skills		
Good written and verbal communication skills, responding effectively in person and over the phone	√	
Good accuracy and attention to detail	√	
Ability to work well on own initiative, independently or as part of a team	√	
Excellent interpersonal skills with a commitment to maintaining good relationships	√	
Graphic and Creative Design	√	

Terms and Conditions Summary

The post is offered as a salaried position as an employee of King's Lynn Festival Ltd. as such it is subject to our standard Terms and Conditions of Employment (full details provided with your employment contract).

This is a part time post with variable hours by mutual agreement within a framework of 3-4 days per week dependent on the workload and available funding, to commence at a mutually agreeable date in September/October 2019, subject to interview and receipt of satisfactory references. The post has a three month probationary period.

The role will involve evening and weekend working during the Festival (19th July to 1st August 2020) and at occasional events in the run up to the Festival.

Rate of pay: from £20,000 p.a. FTE pro rata (FTE =35hrs per week excluding meal breaks). Salaries are payable monthly in arrears, by direct credit to a bank or building society.

Annual Leave: Pro-rata statutory leave (not to be taken between 15th June and 6th August 2020)

Hours of Work: to be mutually agreed – usual office hours are 9.00 am to 5.00 pm Monday to Friday. It is envisaged the core hours will be split over three/four working days.

Place of Work: The place of work will be the Festival's offices at 7-9 St Georges Courtyard King's Lynn. The Festival also uses a variety of venues throughout the town for performances and events.

Equal Opportunities: King's Lynn Festival is an equal opportunities employer.

Application Procedure

Application Forms can be requested by

- emailing info@kingslynnfestival.org.uk
- or found online at www.kingslynnfestival.org.uk

Please return completed Application Forms along with a covering letter to:

KING'S LYNN FESTIVAL, Fermoy Gallery, 7-9 St George's Courtyard, off King Street, King's Lynn, Norfolk PE30 1EU

Applications may also be made electronically to info@kingslynnfestival.org.uk

Deadline

The deadline for receipt of applications is **12 noon on Friday 23rd August 2019.**

No applications can be considered after the closing date.

Interviews

Interviews will be held during week commencing 9th September 2019 in King's Lynn.