



Marketing Manager

Information Pack

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President: HRH The Duke of Kent KG, Vice-Presidents: The Mayor of the Borough of King's Lynn & West Norfolk, Chairman of Norfolk County Council,
Lady Jane Fellowes, Freddy Kempf

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King's Lynn Festival

Enriching life in West Norfolk and beyond through excellence in cultural opportunities



Who We Are and What We Do

An integral part of Norfolk's cultural heritage, King's Lynn Festival is an important charity that has been enriching people's lives through creative arts since 1951. We deliver a year-round cultural programme leading up to our renowned two-week Festival, which in 2023 engaged over 6500 people from all ages and backgrounds through music, visual arts & crafts, dance, spoken word and film. We bring a renowned world-class cultural programme to King's Lynn during our annual festival and through year-round outreach and education activities, improving the wellbeing, resilience and creativity to all.

Festival

Taking place every July, the King's Lynn Festival brings some of the most talented local, national and international artists to people who may never have had the opportunity to experience them before. Throughout the two weeks, we focus on providing high-quality performances of classical music, recitals, choral performances, jazz, folk, talks, walks, exhibitions and films, with large-scale concerts held in impressive venues such as St George's Guildhall alongside intimate recitals in local, rural, churches. We engage renowned artists and organisations such as Orchestra of the Age of Enlightenment, Andrew Graham-Dixon, National Youth Jazz Orchestra, Simon Armitage, and the Royal Philharmonic Orchestra, and run additional fringe events including town walks, workshops, demonstrations, taster sessions and guided tours.



Education & Community Engagement

“Life changing memories! We are all so thankful for your support and kindness in sharing this opportunity with us!” Nelson Academy teacher



Alongside our core festival, we also deliver a year-round education programme that provides valuable and accessible learning opportunities for over 500 children and young people. Engaging the wider community and ensuring access and inclusion is crucial to our model.

Through engaging workshops and comprehensive outreach activities in schools, we inspire and nurture young minds, cultivating a new generation of talented creatives who will invigorate the cultural landscape of the region for years to come.

We offer a 50% discount for those aged under 25, run free events throughout the year, and work closely with a network of 50 volunteers who support with stewarding, administration, catering, assisting workshops, fundraising, and marketing. These opportunities boost the skills, creativity and confidence of volunteers.

The Team

We are managed by a Board of Trustees and day-to-day activity is run by a small team comprising four part-time 'on site' staff – Festival Manager, Administrative Officer, Finance Officer, and the Marketing Manager. We also engage a freelance Artistic Director. In addition, we rely on a team of volunteers, casual and freelance staff to keep the wheels turning.

We also have a strong network of partners who play a crucial role in both the formation and delivery of our activity. Partners include King's Lynn and West Norfolk Borough Council, Norfolk County Council, PEACH (Local Cultural Education Partnership), Creative Arts East, Norfolk Music Hub, Library Service, the Royal Geographic Society (with IBG), King's Lynn Community Film Club, Alive Leisure, Norfolk Museum Service and others. Without the expertise and commitment from our valued partners, King's Lynn Festival would not be able to deliver the high-quality events and activities it has become renowned for.

The Marketing Year

You will join the team at pivotal and extremely busy marketing period:

- Preparing our Festival brochure for a March 20k print run and April on sale deadline
- Marketing our Spring season of events (January – April programme)
- Finalising our Membership offer to be distributed in February
- Confirming our Festival sponsorship offer (January – February)
- Launching our Festival to the Press and Public (February)

In addition, we are developing a new 3-year Business plan which includes a complete review of our current marketing and audience development strategy.

Within the plan is the action to update our website and CRM systems over the coming 18-months. The Marketing Manager will play a pivotal role in these future organisational developments.

What our Audiences say about us

- *Exposes people to music and composers and instruments that can be life changing and life enhancing.*
 - *Brings high quality culture to a culturally deprived area.*
 - *Raises the profile of King's Lynn, gives exceptional opportunities to local people to enjoy first class cultural and musical events. To raise the sights of young people and broaden their cultural experience.*
 - *Brings professional quality music - classical or non-classical - to us all year round, without obliging people to go to larger towns 45+ miles away*
 - *Encourage people to experience new form of music and re-kindle past interests.*
 - *It provides the local community with some of the best in contemporary arts and culture. It is an essential part of community education and entertainment.*
 - *Promotes the Heritage of Kings Lynn and brings business to the town.*
 - *Provides me with the opportunity to hear first class music live, on my doorstep. But the whole Festival is a holiday for me, the sheer range and number of events and the festive atmosphere make it unmissable.*
 - *Provides classical music of a high standard, brings people of like mind together socially, advertises the beautiful historic buildings in King's Lynn which make it an attractive place to visit and attracts tourists which helps the local economy.*
- **Makes people SMILE, and get together**
 - **Makes me happy**

JOB DESCRIPTION MARKETING MANAGER **October 2023**

The Marketing Manager is responsible for the planning, development, implementation and evaluation of marketing, communications, and audience development strategies to raise the profile of the organisation and meet income and audience targets for the annual King's Lynn Festival and its associated year-round events and community projects.

The post holder will work proactively to build strong relationships with the media and stakeholders, communicating the organisation's programme, community projects and business offers. They will devise and oversee the delivery of innovative and targeted campaigns across all marketing and communications channels including digital, print, the media and advertising. As a fully committed senior team member, you will need to live within daily access to King's Lynn since the tasks are mainly office-based.

Reports to: Festival Manager

Salary: FTE £27,300 pro rata

Hours: Average 18 hours per week – 2 to 3 days per week flexible dependent on the demands of the programme. January to August is annually more intense due to the Festival & Spring season; September to December covers a lighter year-round Autumn programme.

Contract: The post will initially be offered on a 2-year contract following a probation period. Thereafter, subject to funding confirmation, the post will be available on a 'rolling year' contract.

Outline Responsibilities

This job description is designed to give you an overview of the job and is not a definitive list of tasks.

PR, digital and social media

- Develop and manage an exciting and engaging digital strategy.
- Social media. Create, curate and update content across website, social media channels and email marketing via mailchimp.
- Ensure the website information is engaging, accurate and up-to-date; upload news items, press and publicity material regularly; further develop our profile in social media and e-marketing, and extend reciprocal links with partners' and other websites.
- Negotiate the placement of advertisements in publications and online, and their design as required and within budget; manage advertising space in the Festival's brochures and website.
- Identify and manage PR/press opportunities, including specialist and national publications.

Brand, promotions & merchandise

- Managing the brand development for the Festival and projects including the production and distribution of print, brochures and other promotional, display and materials as required, liaising with agencies, designers, printers and mailing houses, copywriting, proof-reading and ensuring high standards and deadlines are met.
- Where appropriate, to create quality in-house publicity materials e.g. posters, brochures, banners, leaflets, display material, adverts etc.
- Manage the production of programme notes for the Festival classical music including collating information and images, engaging a programme note writer etc.
- Work with key partners and artists to develop reciprocal marketing and branding opportunities.
- Prepare and site portable promotional displays, annual outdoor advertising signs, and identify display opportunities.

Campaign Marketing

- Plan and execute effective targeted marketing campaigns, to research new audience groups and communities to maximise ticket revenue and grow audiences for our work.
- Maintain and develop contact database, maximizing data capture opportunities.
- Monitor, evaluate and report on activity using data from CRM/box office systems, Google Analytics, social media and email marketing analytics to inform future strategy.

Resources

- Prepare, manage, and monitor the marketing budget effectively, ensuring value for money with competitive tendering and quotes for key suppliers; regularly monitor against budget.
- Working with the team to maximize revenue generation through advertising, membership, sponsorship, individual, trust and public sector fundraising.
- Help to retain and nurture new business sponsors: building a contact database, managing publicity materials and corporate opportunities; engage with new and existing private sponsors to encourage ongoing support.
- Encourage the continuing contribution of volunteers, partners, membership and supporters.
- Responsible for GDPR compliance for data collection and processing.

Other

- Provide regular briefings and reports to the Festival Manager, the Board, or other working groups, attending meetings as required.
- Promote the appropriate image for the Festival with all local, regional and national partnerships and contacts. Representing the company with diplomacy, discretion, and courtesy at all times, safeguarding all confidential information.
- Assist in event management requirements, including 'Front-of-House' as delegated by the Festival Manager
- Comply with all company policies and undertake any other reasonable duties as required by the Festival Manager and Board of Trustees.
- To deputise for the Festival Manager as required.
- Undertaking any other duties that are commensurate with the responsibilities of this post.

Person Specification

Essential Skills & Experience

- Proven track record in arts or charity sector marketing, with audience development and communications emphasis.
- Creating content for and updating website content management systems and social media channels
- Delivery of innovative email campaigns using appropriate marketing software (mailchimp)
- Management of print/brochure production from copywriting, editing and proofreading to the print/distribution processes.
- Familiar with analysis and evaluation of audience data to inform campaign planning.
- Experience in press and media contact, including developing new relationships and demonstrable success in securing media coverage.
- Experience of data management using a database or CRM system.
- Excellent IT literacy, including the ability to work with computer systems, Microsoft software and spreadsheets and use of web/social media-based tools and techniques to extend communications reach.
- Ability to manage a broad range of tasks, both time limited and ongoing and to be self-sufficient with time and task management.
- Excellent interpersonal, written, communication and reporting skills with a strong eye for detail.
- Demonstrable record of project planning from conception to evaluation.
- Experience of managing budgets.
- Current driving licence

Desirable Skills & Experience

- Experience in a similar role within the arts, voluntary or charitable sector.
- A degree or equivalent and/or a professional qualification in a related subject.
- Knowledge of the local, regional and national arts and cultural landscape.
- Knowledge and understanding of West Norfolk.
- Experience of creating and managing key partners/stakeholders e.g. education sector, funding bodies, volunteer supporters, sponsors, membership/loyalty schemes.
- Understanding of design principles and knowledge of editing software with the ability to create promotional materials such as posters, flyers and digital assets. Video filming and editing skills.
- Experience of ticketing, sales and box office related activities

Abilities and personal attributes

- Ability to communicate effectively and build relationships with a range of stakeholders, including colleagues, audiences, external agencies, partners and funders.
- A keen interest in the arts, community engagement and participatory projects.
- Extremely well organised with the ability to prioritise and work effectively across multiple tasks to meet deadlines and targets.
- Attention to detail and commitment to achieving high standards.
- Creative, confident and flexible with a 'can-do' attitude, high levels of imagination and problem-solving skills; keeping up to date with emerging digital and wider marketing trends.
- Self-motivated and able to work independently, but also collaboratively.
- A commitment to equality, inclusion and diversity.
- Ability to work flexible hours including some weekends and evenings to fulfil the requirements of the job.

Pre-Conversation: If you would like to discuss the role further before applying – please email

ema@kingslynnfestival.org.uk and info@kingslynnfestival.org.uk

(please address to both to ensure that your request is picked up - due to annual leave).

Please note the office is usually closed on a Monday.

Additional Information

- The post is offered as a 2-year contract 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).
- The post has a three-month probationary period.
- Time off in lieu is available for all posts at the discretion of Festival Manager. KLF does not pay overtime.
- Salaries are payable monthly in arrears, such payments being credited to a bank or building society.
- Annual Leave: Pro-rata statutory leave (not to be taken between 6 weeks before the Festival period unless agreed with the Festival Manager).
- Place of Work: The Festival Office is 3 Thoresby College, Queen Street Street, King's Lynn PE30 1HX.
- References: You will need to supply us with the names, addresses, and emails for two relevant referees (one should ideally be your most recent employer). We will only contact referee's post-interview.

Equal Opportunities

We are committed to ensuring equality and fairness for all employees, partners, contractors and the general public. We will not discriminate on grounds of gender, marital status, race, ethnic origin, colour, nationality, national origin, disability, sexual orientation, gender reassignment, religion or age. The King's Lynn Festival opposes all forms of unlawful and unfair discrimination and will work to promote opportunities for sections of the community that are currently under-represented.

All individuals will be treated fairly and with respect. Selection for employment, promotion, training or any other benefit will be based on aptitude and ability. All employees will be helped and encouraged to develop their full potential and talents.

We strive to create an environment in which individual differences and the contributions of all our staff are recognised and valued. No form of intimidation, bullying or harassment will be tolerated. We actively encourage applications from people of all backgrounds, especially those currently less represented in our industry. We are happy to make all reasonable adjustments to enable applicants to participate in the selection process, and for the successful applicant to carry out their role.

How to Apply

Please send a curriculum vitae with a covering letter of application outlining:

- 1) Your skills and experience with reference to the Job Description and Personal Specification
- 2) What you can bring to the role
- 3) Your reasons for applying for the position

If successful in the above first stage, you will be expected to complete and return an Additional Information Form prior to an interview.

Closing date midnight Sunday 12 November 2023 - Interviews in King's Lynn 21 November tbc.

Send the above information to:

KING'S LYNN FESTIVAL 3 Thoresby College, Queen Street, King's Lynn, Norfolk, PE30 1HX. Applications may also be made electronically to ema@kingslynnfestival.org.uk