



Freelance Marketing Manager - Tasks

Line Manager:	General Manager
Reports:	n/a
Fee:	Negotiable
Annual Leave:	n/a

The primary responsibilities of the Marketing Manager are:

- To create content for the Festival Guide
- To help develop marketing strategy in close collaboration with the General Manager and Festival Director, and liaise with the Press/PR advisor.
- To manage/update the Festival website

The time frame for the work is that the Festival Guide should be ready for print by Christmas each year. Marketing and promotion of the Festival will run from early January through to the end of the Festival in May. This is a freelance role. It is not necessary for all work to be undertaken in the office (in fact much can be done remotely). The role will usually require somewhere in the region of two days work per week.

Duties will vary according to the stage of planning but over the period would be expected to undertake the following:

1. Festival Guide Content

- 1.1. Create Pro Forma documents for each event at the Festival.
- 1.2. In consultation with the General Manager contact each artist/artist manager to request information for the Festival Guide, short copy and long copy and individual biographies.
- 1.3. Request Photos (Landscape and Portrait) for each event
- 1.4. Liaise with General Manager to ensure practical details for each event are updated and correct.
- 1.5. Liaise with General Manager and Artistic Director to ensure programme details are correct for each event.
- 1.6. Compile all information into one document per event (the Pro Forma).
- 1.7. Edit written words down to required word limit per event.
- 1.8. Liaise with Matt Barrett at Maxx Designs and Artistic Director on final designs of pages.

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1.9. Proof read the document before printing.

Pre Festival planning

Work closely with the General Manager to devise the marketing strategy for each Festival within a set budget at the earliest opportunity. To respond to each event on an individual basis having monitored ticket sales on a regular basis, in consultation with General Manager and Festival Director

2. Production of Festival Print

2.1 Posters

Organise production and distribution of posters:

2.1.1 To create a generic Festival poster ready for print (using Gimp, Photoshop or similar)

2.1.2 To create event specific posters for each outreach venue suitable and ready for print.

To arrange distribution of both the above, in consultation with the General Manager.

2.2 Invitations and miscellaneous print

Design and production of invitations, such as sponsors evening, Friends reception, and Festival Launch.

2.3 Any other print as required.

3. Publicity/Awareness

3.1 Banners and Noticeboard

Ensure all planning permissions and licenses are obtained and organise hanging of banners and posters.

3.2 Design and produce event signage, to include event signage for each event, Sponsors' drinks events and receptions.

3.3 Liaise with Corn Exchange re display areas at the venue and supply copy and images for the Festival pages in their season brochure.

3.4 Achieve maximum "visibility" for the Festival at key periods through banners, posters and other branding.

3.5 Feed information into 'What's on' websites.

4. Advertising

4.1 To design and produce artwork for Festival adverts as required.

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- 4.2 To source and research advertising opportunities in consultation with the General Manager and Press/PR advisor.
- 4.3 To produce and distribute adverts to parish magazines.
- 4.4 To write and distribute mass e-mail marketing, in consultation with the General Manager and Press/PR advisor using supplied mailing software.
5. **Event Management**
 - 5.1 Represent the Festival at concerts during the Festival where possible
 - 5.2 Plan and manage the Festival Launch in consultation with the General Manager.
 - 5.3 To attend the Sponsors Dinner and Festival Launch as required.
6. **Website and database**
 - 6.1 Manage the Festival website using Contribute software and the annual redesign in consultation with Rouge Media.
 - 6.2 To ensure the website is updated and relevant content uploaded ahead of Festival booking opening.
 - 6.3 To maintain and update database/ mailing list.
 - 6.4 Collate and distribute reviews in consultation with the Press/PR Advisor.
 - 6.5 Obtain and analyse ticket booking data (from Corn Exchange) to inform future marketing activities in consultation with the General Manager.
7. **Young Festival Critics**
 - 7.1 To select and invite a panel of judges to read reviews in consultation with the General Manager and Festival Director.
 - 7.2 To recruit a suitable number of Young Festival Critics, including liaison with Greenham Common Trust, and heads of Music departments and English departments.
 - 7.3 To organise ticket distribution/allocation for Young Festival Critics in collaboration with the Festival Administrator.
 - 7.4 To shortlist submitted reviews, distribute to judges, and organise awards.
8. **Festival Ambassadors**
 - 8.1 To work closely with the General Manager on the initiative of Festival Ambassadors.
 - 8.2 To create/source advertising content/copy for networks as required by Festival Ambassadors.

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8.3 To distribute supporting documents and posters to ambassadors as required.

Applicants interested in the role should contact Ashley Morris in the first instance on ashley@newburyspringfestival.org.uk including a current CV or telephone 01635 32421.

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