

AUDIENCE & COMMUNICATIONS MANAGER



Location Home working, but must be local to Greater Manchester

Hours of work 2 days per week (0.4 FTE)

Accountable to Artistic Director

Accountable for N/A

Salary £28,840 pro rata

Contract Type

This role is initially fixed term until April 2023 with the option to extend subject to the outcome of English Folk Expo's application to continue as an Arts Council England National Portfolio Organisation.

Whilst we envisage the role being PAYE, we welcome conversations from individuals interested in a freelance contract.

This role is being advertised alongside two other part-time roles: **Finance & Admin Officer** and **Fundraising & Development Manager**. We are very open to candidates who are interested in combining more than one of the roles as well as applicants for any single role.

Special conditions

Working hours and location will be flexible to suit the needs of the organisation. Might include UK and international travel for meetings, conferences and events, if needed. 25 days annual leave pro rata and inclusion in the Employer Pension Scheme.

This role will require regular in person meetings in Greater Manchester therefore the successful applicant will live locally to the city region.

How to apply

Please email a CV with 2 page covering letter plus a completed equality and monitoring information form* to Adee Lifshitz – adee@englishfolkexpo.com

Applications should be received by 3rd April 2022 with interviews expected w/c 11th April.

For an informal conversation about this role, please contact Tom Besford – tom@englishfolkexpo.com

JOB DESCRIPTION

1) Purpose and objectives of the role

This exciting role is an exceptional opportunity to help EFEx reach as wide a public audience as possible for our live and online public events programmes

Using your passion, experience and expertise you will ensure that the marketing, communications and audience development strategies are created, developed and implemented for all of our programmes including Manchester Folk Festival, Rochdale Folk Festival and year round live events programme.

You will have a key role in the development of EFEx projects and programmes, working with the EFEx Artistic Director and other team members to ensure that projects reach a wide audience, achieve agreed sales targets and are delivered within programme budgets.

This is an excellent opportunity for an experienced, dynamic and self motivated audience and communications professional looking for a new challenge or the next step in their career.

2) Duties and responsibilities

- Develop audiences, including those that are hard to reach.
- Develop and implement a marketing, media and audience focused strategy that will enable EFEx to achieve its stated artistic, audience development and financial objectives.
- Manage the day-to-day running of the marketing function, budget, resources, campaigns, and creative work.
- Closely monitor ticket sales to ensure maximum income possible for each event.
- The role will work closely with the Artistic Director to achieve a balanced programme for the organisation.
- Support the ambitions of the organisation, build awareness, promote EFEx as a charity, and maximise all available marketing, communications and audience development opportunities.
- Act as the central focal point for communications within the organisation

3) Person Specification

Experience and knowledge

Essential

- Successful delivery of an audience development and marketing strategy within the live music sector
- Proven track record in achieving sales targets for and artistic programme
- Experience of delivering primarily digital engagement campaigns
- Knowledge of Greater Manchester cultural landscape, audiences and networks
- Understanding of the UK music sector

Desirable

- Knowledge of the folk, roots and acoustic music sector
- Experience of working in a small team where full responsibility to build and deliver a strategy rests with one or two people

Competencies and skills

Essential

- Exceptional digital literacy and understanding of online tools for audience development
- Excellent interpersonal skills; experience of facilitating and negotiating with colleagues and with external contacts at all levels
- Excellent oral and written communication and presentation skills
- Ability to build and maintain relationships with a wide range of people at all levels
- Able to work to deadlines and to work effectively under pressure and maintain good humour and diplomacy
- Able to work on own initiative and autonomously and to manage time effectively
- Extremely good attention to detail
- Proven ability to develop and manage budgets
- Excellent research and analytical skills and the ability to keep up to date with best practice in marketing, audience development and communications
- A proactive and delivery-focused approach to your work

Desirable

- Driving licence
- A proven track record of learning new skills and keeping up to date with sector best practice

Personal characteristics

Essential

- Calm, confident, approachable, friendly, versatile and flexible attitude to work
- Target-driven self-starter, tenacious and opportunistic
- Willing to work occasional evenings and weekends
- Entrepreneurial nature
- Strong complete finisher
- Ability to work independently and remotely

Desirable

- Passionate about folk music
- Passionate about Greater Manchester
- Passionate about supporting artists and their teams to build sustainable careers
- Passionate about engaging audiences with music