

Asian Arts Agency

JOB DESCRIPTION

Position:	Marketing Manager
Contract type:	3 days a week
Contract length:	One year fixed with possibility of extension
Hours:	22.5 hours per week. Some evening and weekend working will be required, with time off in lieu as agreed with the Director
Holiday entitlement:	20 days pro rata plus Statutory Bank Holidays
Reporting to:	Director
Salary	£27,000 - £30,000 (pro rata based on experience)
Location	The role can be undertaken remotely with regular visits to the Agency office in Bristol.

About Asian Arts Agency

Asian Arts Agency (Bristol) (www.asianartsagency.co.uk) is a dynamic arts development agency that develops, promotes and supports international contemporary and traditional South Asian music and arts in the UK and internationally. Our primary vision is to break down barriers by mainstreaming high quality South Asian music in the UK and internationally. The Agency works with audiences from all communities and age groups and plays a key national role in promoting creative diversity in the UK.

As one of the UK's premier Asian arts development agencies, we develop, commission, produce and promote a range of contemporary Asian music events and touring productions. In addition we programme for festivals and coordinate international showcases. Our marketing function is varied and by increasing our digital reach we engage a more diverse audience, South Asian in particular; this is a key requirement of our marketing operation.

With modern offices based in Queen Square Bristol and a short walk from Bristol City Centre, our work is busy but fun and rewarding. Asian Arts Agency is an Arts Council England National Portfolio Organisation (NPO) and Key Arts Provider for Bristol City Council.

Marketing Manager Role

We are looking to appoint an experienced Marketing Manager with energy and flair to ensure our profile, brand and events continue to attract new and existing audiences and a range of supporters to our work. The role has a significant opportunity to build on our huge success in developing digital content related to our programmes and subscriptions across online platforms and the Marketing Manager, working with our Digital Coordinator, must deliver an ambitious increase in our digital work.

This is a vital role for the Agency and will support us in breaking down barriers to South Asian music, promoting creative diversity, and taking us to the next step as we reach out to ever more widening audiences.

Personal Qualities

We are seeking a person who will embrace our work, with keen attention to detail and a flair for communicating to a diverse range of audiences and clients. While developing strategic plans and ideas you will create and deliver our Audience Development Plan designed to reach out to the widest possible audiences. You must also be confident in delivering our marketing activity on a day-to-day basis and ensuring our digital reach is constantly expanding.

The post-holder will:

- Be a committed lover of music and the arts with strong empathy for South Asian music and promoting South Asian music talent;
- have a strong commitment to creative diversity;
- have an understanding of the strategic role that marketing, communication and audience development plays in the success of our organisation;
- have an excellent track record in all aspects of delivery.

You will have successfully delivered marketing and communications campaigns in the public and/or private sectors, ideally with experience of working in and with Asian communities and with mainstream venues programming music.

Key success criteria:

1. Effective production and implementation of marketing and PR strategies and marketing campaigns and maintaining a high level online presence of the Agency's events, national touring, international work and brand locally, regionally, nationally and internationally.
2. Robust and effective development and implementation of digital and social media strategies and online ticket sales.
3. Effective collation and analysis of audience data, including from the Agency

database and website; venue and event ticket sales information; and other key data sources (e.g. Audiences UK, Culture Counts).

4. An increase in the size and diversity of our audiences and ticket sales for live events, as well as new audiences online and through other media opportunities.

5. Strong partnerships and relationships with venues, promoters, sponsors, funders and corporate donors.

Key skills required:

- Ability to think and operate strategically in planning and developing the Agency's marketing operation and ability to produce well-written strategic marketing plans with achievable aims and objectives.
- Demonstrable experience of delivering practical marketing and communication plans and of implementing marketing campaigns in the arts and for music touring.
- Sound experience and knowledge of digital distribution and approaches to engaging audiences digitally (Facebook campaigns, Instagram, YouTube, Twitter etc.) and experience of implementing new and innovative approaches to social media in marketing and communications.
- Demonstrable experience of audience segmentation analysis and using baseline evidence to set targets for audience development and of working with arts/music venues to encourage the sharing of audience data for analysis and evaluation.
- Experience of using data capture and statistical analysis of digital interaction to maximise online marketing and develop audiences.
- Strong interpersonal skills with a demonstrable track record in liaising with venue staff/promoters to deliver robust marketing campaigns.
- Excellent PR and communications skills and experience of negotiating, working with and managing relationships with PR agencies.
- Experience of working with a range of cultures and a diversity of people to deliver projects.
- Strong organisational skills and record keeping.
- Strong copy-writing, written and communication skills
- Some knowledge or experience of fundraising
- Ability to work independently and as part of a variety of teams.

Detailed Roles and Responsibilities:

1. **Developing and implementing marketing and PR strategies** to promote our activities and brand to targeted audiences and clients, including managing marketing campaigns and the Agency's online presence and brand locally, regionally, nationally and internationally.
2. Working with other staff **to scope and implement the Company's digital and social media strategy** to engage new audiences online, via mobiles and through other downloadable content and securing additional funding in support of this.
3. Ensuring that the Agency liaises with and provides efficient and **high quality marketing support to venues and promoters** and ensuring that compelling photographic and film documentation of our work is collected.
4. Overseeing the **production of strong designs and excellent digital content** (audio/video) for music events and tours.
5. **Writing and preparing all advertising copy** and other promotional print **and digital content**; managing the delivery and distribution of the Agency's printed and online materials (e.g. newsletters); ensuring the highest standards.
6. Preparing and efficiently **managing marketing budgets** for events and projects (with the Director's overview) and, in conjunction with the Director and senior team, managing and **setting up contracts for external suppliers**, (e.g. website, PR agencies, designers, printers).
7. Leading on, setting and **driving sales and income targets** for the Agency's live events in consultation with the Director and senior team.
8. Establishing and **maintaining 'branding' guidelines** with appropriate copy and images to be issued to venues, partners, commissioned arts organisations and clients.
9. **Growing and maintaining the Agency's press database and contacts**, including Bristol-based press and media, regional and national contacts; (e.g. press releases; arranging photo calls and interviews).
10. Developing new and efficient ways to capture audience information; **developing and building a comprehensive database** (within the requirements of the Data Protection Act); **analysing and interpreting audience data** (e.g. audience segmentation, data capture); and preparing/contributing to evaluation reports.
11. **Representing Asian Arts Agency** at all times including in promoting the Agency's work to corporate organisations, sponsors, arts partners and funders.
12. Any **other duties** that may be reasonably required of the Marketing and Communications Manager.

Person Specification: The candidate will be able to demonstrate:

Essential

- Minimum 3 year experience of delivering effective marketing and communications activity including advertising online and print media, ideally in an arts/creative industries setting
- Team player with creative ideas and solutions
- Knowledge of the music sector and market trends, in particular live event promotion
- Experience of press liaison, writing press releases and strong copywriting skills
- Experience and in-depth knowledge of social media and digital platforms, (Facebook, Instagram, Twitter YouTube, etc.) and how to use them effectively including for ticket sales and promotion
- Understanding of new music platforms and the best approach to maximise opportunities
- Good understanding media of opportunities and advertising formats
- Understanding of design and experience of briefing designers and printers
- Experience of collecting and managing data
- High level of IT competence
- Ability to work independently and under pressure within a fast moving environment and to use initiative
- Commitment to working in a music/arts environment
- Commitment to South Asian arts and some knowledge of working with Asian communities

Desirable

- Experience of working in an arts environment
- Direct experience of the music sector including promoting music events, tours, labels, and streaming services
- Experience of promoting South Asian arts and touring
- Familiarity with design packages and website maintenance software

- Excellent contacts for press and media in the music and arts sector
- Excellent presentation skills
- Some experience of international working
- Ability to drive (with own car).