

**ASIAN ARTS AGENCY  
Job Description**

<b>Position:</b>	<b>Marketing Manager</b>
<b>Contract Type:</b>	<b>Part time (3- 4 days a week )</b>
<b>Salary:</b>	<b>£25-30K pro-rata</b>
<b>Reporting to:</b>	<b>Head of Marketing</b>
<b>Hours:</b>	<b>9.30-5.30pm ((some evening and weekend work will be required with time off in lieu as agreed with the Director)</b>
<b>Holiday Entitlement:</b>	<b>20 days pro rata plus statutory Bank Holidays</b>
<b>Pension</b>	<b>The Agency participates in the NEST workplace pension scheme.</b>
<b>Location</b>	<b>The role can be undertaken via a hybrid working model (partly remotely) with regular visits to the Agency office in Bristol</b>

### **About Asian Arts Agency**

Asian Arts Agency based in Bristol ([www.asianartsagency.co.uk](http://www.asianartsagency.co.uk)) is a dynamic arts development agency that develops, promotes and supports international contemporary and traditional South Asian arts in the South West, nationally and internationally. Our vision is to mainstream high quality South Asian music and arts'

In recognition of our national importance and reach we have received increased investment from Arts Council England to enable us to take forward our ambitious plans and ideas over the next three years; as our work takes a step up we are expanding our team to respond to the exciting times ahead.

### **What We Do**

Our aim is to celebrate the brilliance of South Asian music and to bring the experience to a wider audience. We work to break down barriers by mainstreaming high quality South Asian music in the UK and internationally bringing World class South Asian musicians to the UK to venues that have included the Southbank Centre; SAGE; Barbican and St. Georges Bristol. We are totally committed to changing the way people think about South Asian music and influencing society to embrace diversity in all its forms. We reach out to with audiences from all communities and age groups and play a key national role in promoting creative diversity in the UK.



As one of the UK's premier Asian music and arts development agencies, we also develop, commission, produce and promote a range of contemporary Asian music events and touring productions; programme for major festivals (e.g. WOMAD); and coordinate international showcases. Our recent artists support project, **Breaking Barriers**, involved working with leading companies in the music industry (Real World Studios, BPI). This provided a unique opportunity to over 30 South Asian musicians to make music at World class studios and venues.

Our international work has included over 50 performances and showcases in North America, Europe, India and Pakistan. **Led by Agency Director Jaswinder Singh**, who has many years' experience working nationally and internationally, we are at a prime stage in this work with further growth and expansion planned.

Our offices are in Bristol City Centre and our work is busy but fun and rewarding. The Agency is an Arts Council England National Portfolio Organisation (NPO) and Key Arts Provider for Bristol City Council.

## Going Forward

With our increased funding and ambitious growth plan we are building our team with new posts in education, marketing and project management. We want to attract people who can think for themselves, plan strategically and deliver our goals as part of a tight team.

Over the next three years we will be:

- creating a range of new programmes including national tours by international artists, music festivals, commissions, and other live music events
- expanding our reach nationally and internationally
- building new partnerships with major festivals and venues
- extending our support for home grown artistes
- rebranding the Agency to reflect our growing role
- extending our digital reach
- and raising our profile at home and abroad

Our marketing function is varied and involves working with high profile venues, festivals and artistes. In particular we want to increase our digital reach to engage a more diverse audience, South Asian in particular, and building our digital profile is a key requirement of our marketing operation.

## About the Marketing Manager Role

The Marketing Manager role is an important position in this team and one that comes with significant responsibility. Working to the Head of Marketing, the post holder will be responsible for creating and coordinating content for all owned and earned channels and the production of publicity and promotional materials to help drive brand awareness and increase our reach and profile. This will also include working with venues, artists, festivals and promoters as required.

This role also takes responsibility for reporting on activity for Arts Council England and internally ensuring we're achieving our KPIs.



The role will have supervisory responsibility for the part-time Content Coordinator to ensure content being created is of a high standard and helping to reach targets.

## **Responsibilities of Role**

Social media management including:

- Working with the Head of Marketing to agree content strategy across channels to include event and artist promotion, relevant sharing of news, team content and other tasks as advised
- Overseeing the Content Coordinator to create social posts for all channels including imagery, video and written content
- Ensuring compliance with copyright, GDPR and especially YouTube
- Keeping up to date with industry best practice and monitoring content activities of competitor websites.
- Managing the Agency database
- Overseeing the Junior Content Coordinator drafting of content.

## **Website/newsletter**

- Drafting and designing monthly newsletters from Asian Arts Agency
- Keeping the website updated with the latest Agency news and insight.

## **Partners**

- Supporting the Head of Marketing to arrange and attend meetings with partners as required
- Identifying, researching and recommending relevant brands and individuals to help promote Asian Arts Agency activity and events as appropriate
- Building and maintaining relationships with peers at venues and artists.

## **PR**

- Drafting ad hoc press materials and research and distributing to relevant media targets
- Tracking coverage and maintaining relationships with key journalists.

## **Production of Print**

- Drafting and ensuring the production of printed promotional and publicity materials
- Liaising with designers and suppliers as required
- Liaising with venues and partners to ensure their promotional needs are met

## **Events**

- Attendance at events as required
- Working with the Head of Marketing to agree pre-event promotions by artists and venues via their and our owned channels as well as PR
- Capturing content at events for social media.

## Reporting

- Maintaining quarterly data reporting based on ACE framework requirements
- Providing monthly reports on social and owned channels
- Providing post event round up reports

## Other duties

- Keeping Dropbox and other filing systems tidy and up to date to ensure ease of access
- Keeping track of social posts
- Collecting all content from artists/external companies for use on the Agency's channels for events, tours, special events and increasing our engagement and online ticket sales for the events.
- Liaising with venues to share content for our events, tours and music programmes,
- Liaising with designers re digital content and sharing with the Head of Marketing
- Assisting the Head of Marketing in preparing digital content for email marketing and newsletters
- Deputising for the Head of Marketing when required
- Any other duties that may reasonably be required.

## Essentials

- At least 3 years' experience in a marketing role either agency or in house
- A solid base in social media management across multiple platforms
- An understanding of how to create or brief in engaging content for diverse audiences
- A deep interest in or knowledge of the arts and music scene
- An interest in creative industries
- Knowledge of or interest in South Asian arts and music
- A thorough knowledge of how to use social and digital media to drive ticket sales and brand awareness
- A team player, able to work collaboratively with other members of the Agency, artists, partners and suppliers
- Positive attitude and willingness to get stuck in where required
- Strong organisational skills
- Basic understanding of and interest in public relations
- Familiarity with design packages and website maintenance software
- Strong ability to delve into data and provide comprehensive reports for partners
- Able to use Google analytics and other measurement tools to help deliver insight to build into a strategic approach for Asian Arts Agency marketing
- Able to run the day to day of a marketing department including data analytics, reporting, partner and artist liaison and other duties as required

## Desirable

- Direct experience of the music sector including promoting music events, tours, labels, and streaming services
- Experience of promoting South Asian music/arts touring
- Some experience of working with recorded music (e.g. music labels/release)



- Some knowledge/experience of corporate sponsorship and other fundraising
- Understanding of new music platforms and the best approach to maximise opportunities
- Line management or mentoring experience for junior team members
- Knowledge of how to source and measure influencers

## Diversity and Equality

Diversity is central to the Agency's work and we are highly committed to promoting diversity and values of equality in all our work.

We believe in working respectfully, listening to our artistes, audiences and partners and adopting working practices that respond to the needs of our clients and staff. The Agency is committed to continuing staff development and finding ways to meet any challenges faced through support for training and CPD and finding ways to accommodate the needs of staff.

We welcome and encourage applications from those currently under-represented in our workforce and in the arts community; including disabled people.

We are committed to managing a fair and equitable recruitment process. We aim to interview any disabled candidate who fulfils the minimum criteria for the role as described in the Person Specification

## How to Apply

1 To apply, please send a letter outlining why you would like to work with the Agency; what excites you about the brief; the relevant skills and experience you can bring to the role; and how you meet each requirement of the person specification.

Please set out how your professional experience, skillset and make you a suitable candidate. In addition to your marketing experience we want to know about your commitment to or interest in music and the arts and how you see this role contributing to our work in promoting diversity.

In shortlisting candidates we will assess how your own skills and experience fit with the role and responsibilities of the job so please refer to these above. Please attach a CV and the names and contact details of two referees with experience of your work.

2 Please complete the Application Summary Sheet and Equal Opportunities Monitoring Form and submit with your application.

3 We are seeking applications from individuals regardless of age, gender, ethnicity, disability, sexuality, religion and/or belief.

In summary please send your written application with the following information:

- Letter (no more than 3 A4 pages)
- C.V. (3 pages maximum)
- Application Summary Form with contact details of 2 referees (with email addresses and phone numbers)
- Completed Equal Opportunities Monitoring form (attached) Email your proposal, along with the monitoring form, to Vaneetha Balasubramaniam, [marketing@asianartsagency.co.uk](mailto:marketing@asianartsagency.co.uk)



**Closing date for application: Monday 11<sup>th</sup> September 930 am**

**Shortlisted candidates will be informed by Thursday 14<sup>th</sup> September 2023.**  
Interviews will be on **Wednesday 20<sup>th</sup> September 2023.**  
A second interview may be required on **Friday 22<sup>nd</sup> September 2023.**