



Asian Arts Agency

JOB DESCRIPTION

Position: DIGITAL MARKETING COORDINATOR

Contract Type/length:	4 or 5 days a week
Contract length:	One-year renewable contract
Salary:	£22,500 - £ 25,000 (based on experience and will be pro-rata according to whether full or part time role)
Hours:	37.5 hours per week (pro rata if part-time with some evening and weekend working will be required with time off in lieu as agreed with the Director)
Holiday entitlement:	20 days plus statutory Bank Holidays (pro rata)
Reporting to:	Head of Marketing
Hours:	9.30 am - 5.30 pm Monday – Friday
Pension	The Agency participates in the NEST workplace pension scheme.
Location	The role may by agreement be undertaken via a hybrid working model (partly remotely) with regular visits to the Agency office in Bristol

About Asian Arts Agency

Asian Arts Agency based in Bristol (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 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 South 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 Digital Marketing Coordinator role

The Digital Marketing Coordinator is a key post for the Agency with primary responsibility for delivering our digital presence and supporting the promotion of the Agency's work through our marketing operation.

Our owned channels are the face of Asian Arts Agency and an important way of raising our profile as well as driving sales for our events. The role of the Digital Marketing Coordinator is to create engaging and channel-appropriate content that is designed to achieve these goals and report on the performance of our digital channels. The role will also provide support to the Head of Marketing in administration; with research; in achieving the Agency's wider marketing activities; and with our PR and communications work.

With this role, the post holder will be expected to have a strong interest in South Asian music and be able to create content that appeals to a wide-ranging audience. The successful applicant will also have proven experience in creating short form video (including but not limited to Reels, TikTok, YouTube shorts) as well as more static content (blogs, newsletters, images). In addition, the post holder should be confident to measure effectiveness of content and provide recommendations on the types of content that work best.

The Digital Marketing Coordinator will report to the Head of Marketing and may also get direction from the Director of the Agency as required.

Tasks and Responsibilities

- Working with the Head of Marketing to support on delivery of overall marketing programmes
- Reporting against digital and offline KPIs
- Providing administrative support and carrying out research into our digital marketing performance and reporting as required.
- Proactively sourcing, producing and co-ordinating social media content to promote the Agency's programmes in conjunction with the Head of Marketing and



- Director.
- Providing new ideas for regular digital content and digital programmes for the Agency, such as short-form video content; online concerts; Spotify list, VR channel; blogs and other engaging content related to the Agency's work.
 - Developing creative campaigns for increasing our digital presence/profile and improving organic engagement.
 - Creating short form video content using existing footage or, where needed creating or briefing in new content
 - Creating written and image led content for all channels
 - Responsibility for day to day running of our channels, with clear targets and plan of posts on a weekly/daily basis and delivering cross-platform content planning and editorial calendar.
 - Ensuring our brand tone is consistent across all digital channels.
 - Supporting the head of marketing in creating content by using external suppliers such as designers, photographers and videographers
 - Tracking web/ social analytics to ascertain levels of engagement and refine strategies and producing summarised data reports (e.g. on Facebook, Twitter etc.)
 - Providing regular progress reports to the senior team, Head of Marketing and Director.
 - Providing administrative support on reporting and research as required
 - Involvement in wider marketing activities (not just digital), including PR

Person Specification

Skills and Experience Required

Essentials

- At least 1.5-2 years' experience in a digital marketing role
- A solid knowledge of social media channels
- Knowledge of or interest in South Asian arts and music
- A sound understanding of the principles of effective marketing including brand effectiveness and profile and audience development.
- Experience in supporting programmes and driving audience growth with effective marketing.
- An ability to analyse audience data and produce reports.
- A thorough knowledge of how to use social and digital media to drive ticket sales and brand awareness
- An understanding of the audiences for our owned channels and how to create content to deliver audience growth, brand awareness and ticket sales by audience type
- Proficiency in writing compelling and engaging content



- Ability to use design tools to create creative imagery and videos (using existing footage)
- Ability to create short form video content
- Up to date knowledge of latest algorithmic updates by channel and able to provide recommendations on how to modify content to continue hitting targets
- Working knowledge of latest new social media platforms and opportunities they offer
- Ability to provide clear metrics on success of social posts
- Team player who steps in to support when required
- Ability to attend meetings in person or virtually as required including regular visits to the office to work cooperatively with the Agency team.

Desirable

- Experience of working in marketing in the live arts.
- Ability to brief in video and imagery content to deliver social metrics
- Ability to suggest additional content producers to give breadth of voice to our content if required
- High level analytical skills.
- Working knowledge of relevant influencers for potential collaboration
- Ability to travel as required

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 artists, audiences, and partners, and adopting working practices that respond to the needs of our clients and staff. Our diverse Board plays a key role in overseeing our work and supporting the Director in maintaining a strong focus on diversity.

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 the arts community, including those from BAME backgrounds and 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. If you'd like to talk with our Head of Marketing about the role before you apply, please email us at jobs@asianartsagency.co.uk mentioning 'Digital Marketing Coordinator role' in the subject to arrange a time to speak.
2. 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 include links to examples of content you've created. Please set out how your professional experience, skillset and make you a suitable candidate. In addition to your content production 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 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, including a recent employer.
3. Please complete the Application Summary Sheet and Equal Opportunities Monitoring Form and submit with your application.
4. 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 application, along with the monitoring form, to Vaneetha Balasubramaniam jobs@asianartsagency.co.uk

Closing date for application: 10am, 6th March 2024

Interviews will be on **14th March 2024**

A second interview may be required.

Anticipated start date – **Mid-April 2024**

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