



## Asian Arts Agency

### JOB DESCRIPTION

**Position:** HEAD OF MARKETING

<b>Contract type:</b>	<b>Full time – 5 days a week</b>
<b>Contract length:</b>	<b>One year renewable contract</b>
<b>Salary:</b>	<b>£32,000 - £37,000 (based on experience)</b>
<b>Hours:</b>	<b>37.5 hours per week (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 plus Statutory Bank Holidays</b>
<b>Reporting to:</b>	<b>Director</b>
<b>Pension</b>	<b>The Agency participates in the NEST workplace pension scheme</b>
<b>Location</b>	<b>The role can be undertaken remotely with visits to the Agency office in Bristol as required.</b>

## About Asian Arts Agency

[Asian Arts Agency](http://www.asianartsagency.co.uk) develops and promotes international, contemporary and traditional South Asian music and arts nationally and internationally. As a leading UK arts agency and with increased investment from Arts Council England we are building our team to take forward our ambitious plans.

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.

We are looking for an imaginative and dynamic marketing professional to create and implement our ambitious strategy to upscale our marketing and PR; build the Agency's profile; and develop our audiences including on-line engagement. This is an exciting



opportunity for a skilled and motivated individual **to work at a high level in a vibrant and diverse arts organisation working across the England and internationally.**

## 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.

The Agency embraces new ways of working and we already have measures in place to facilitate hybrid working while ensuring that all staff can work together as a team via pre-arranged attendance at our offices.

## Head of Marketing Role

We are looking to appoint an experienced marketing professional with a strong strategic approach to ensure our profile, brand and events continue to attract new and existing audiences and a range of supporters to our work. The Agency is on the move and we want our Head of Marketing to bring creativity, fresh ideas and energy to promote the Agency as we re-define ourselves and upscale our work.

In addition to promoting our national and international touring there is a significant opportunity to build on our huge success in developing digital content related to our programmes and subscriptions across online platforms; we want the Head of Marketing, working with our Digital Coordinator, to seize the opportunity that social media presents and deliver an ambitious increase in our digital reach.

You will be confident in supporting our work with some of the UK's most prestigious live music venues and festivals and be responsible for developing new partnerships. You will need to be articulate and creative in working with these partners and share our excitement of the South Asian music we present. You will also work with and support artists/musicians of international standing and will also be sensitive to their requirements.

The successful candidate will have a good understanding of strategic plans and bring their own ideas to the role. We're looking for someone who can take the initiative and lead from the front in our marketing and communications.

We want to appeal to a broad range of people and you will create and deliver our Audience Development Plan designed to reach out to the widest possible audiences. You be at the forefront in promoting the Agency's profile and work and articulating the unique role the Agency plays in South Asian music and explaining the breadth and depth of our activity to audiences and partners.

You must also be confident in delivering our live events marketing activity on a day-



to-day basis and ensuring our digital reach is constantly expanding. You will have created effective marketing and PR strategies and successfully delivered marketing and communications campaigns in the public and/or private sectors, ideally (though not necessarily) with experience of working in and with Asian communities and with mainstream venues programming music.

This is a vital role for the Agency and we are looking for a high achiever who will work with us in breaking down barriers to South Asian music and promote creative diversity as we widen our partnerships and audiences.

The post-holder will be:

- a committed lover of music and the arts with empathy for South Asian music and promoting South Asian music talent
- with a strong commitment to creative diversity;
- someone with a sound understanding of branding and profile-raising
- a creative thinker and team player with energy and drive
- a strategic thinker with a sound understanding of the central role that marketing, communication and audience development plays in the organisation;
- with understanding of digital and social media strategies and online ticket sales
- and a persuasive and compelling operator with a high level of diplomacy
- and an excellent track record in all aspects of delivery

## Detailed Roles and Responsibilities:

1. **Developing and implementing marketing and PR strategies** to promote our work and brand to audiences and clients, including managing marketing campaigns and our online presence locally, regionally, nationally and internationally.
2. Working with the Director to form the Agency's strategic marketing plans and **maintain and develop the Agency's growing relationships and partnerships** with venues, festivals, promoters and artists.
3. 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 with the support of Director.
4. Ensuring that the Agency liaises with and provides efficient and **high quality marketing support to venues and promoters** for music events and tours, including overseeing the **production of strong designs and excellent digital content** (audio/video) for music events and tours (using collected imagery).

5. **Writing and preparing high quality advertising copy** and other promotional print and **digital content** and managing the delivery and distribution of the Agency's printed and online materials.
6. Preparing and **managing marketing budgets** for events and projects and, in conjunction with the Director and senior team, managing and **setting up contracts for external suppliers** (e.g. PR agencies, designers, printers).
7. Setting and **driving sales and income targets** for the Agency's live events including using data capture and statistical analysis of digital interaction (with the Director).
8. Implementing the Agency's re-branding; establishing and **maintaining 'branding' guidelines** with appropriate copy/images to be issued to venues and partners.
9. **Growing and maintaining the Agency's press and media database and contacts**, including Bristol-based press/media, regional and national contacts.
10. Developing new and efficient ways to capture audience information; **developing and building a comprehensive database** (within the Data Protection Act); and **analysing and interpreting audience data** from the Agency database and website and arts/music venues (e.g. audience segmentation, data capture) and using baseline evidence to set targets for audience development and evaluation.
11. **Representing Asian Arts Agency** including promoting the Agency's work to other arts organisations, sponsors, and funders; liaising with venue staff/promoters to deliver robust marketing campaigns; and constantly seeking and implementing opportunities to increase our profile nationally and internationally.
12. Managing and overseeing the work of supporting staff.
13. Any **other duties** that may be reasonably required of the Head of Marketing.

**Person Specification:** The candidate will be able to demonstrate:

### Essential

- Experience of (min 3 years) and proven track record in planning and delivering effective strategic marketing and communications plans, ideally (though not essentially) in an arts/creative industries setting
- A solid understanding of branding and profile-building
- A strong commitment to diversity and inclusion
- Team player with creative ideas and solutions
- An interest in and some knowledge of live music



- Some knowledge and understanding 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 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 of media 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 and ability to work independently and under pressure within a fast moving environment and to use initiative
- Commitment to working in a music/arts environment and to South Asian arts with some knowledge of working with Asian communities
- Excellent presentational skills

## 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 music/arts touring
- Familiarity with design packages and website maintenance software
- Excellent contacts for press and media in the music and arts sector
- Some experience of working with recorded music (e.g. music labels/release)
- Some knowledge/experience of corporate sponsorship and other fundraising

## 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. If you'd like to talk with our Director about the role before you apply, please email us at [jobs@asianartsagency.co.uk](mailto:jobs@asianartsagency.co.uk) mentioning **'Head of Marketing 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 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 of two referees with experience of your work.
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 proposal, along with the monitoring form, to **Jaswinder Singh** [jobs@asianartsagency.co.uk](mailto:jobs@asianartsagency.co.uk)

Closing date for application: **Monday 22nd April at 9.30 a.m.**

**Shortlisted candidates will be informed by Monday 29th April 2024.**

**Interviews will be on Friday 3rd May.**