

Asian Arts Agency

JOB DESCRIPTION

Position:	Marketing Manager
Contract type/ Hours:	This is a full time post based on 37.5 hours per week. The Agency is open to discussing freelance contract arrangement for this position as an alternative to PAYE position.
Holiday entitlement:	20 days pro rata plus Statutory Bank Holidays
Contract length:	One year renewable contract (with a 3 month probationary period)
Reporting to:	Director
Salary/Fee	£30,000 - £35,000 (pro rata based on experience)
Pension	The Agency participates in the NEST workplace pension scheme
Location	The role can be undertaken in part remotely with regular visits to the office in Bristol as required.

Who We Are

- We are a dynamic arts organisation with a 20 year track record, that develops, programmes and promotes international, contemporary and traditional South Asian music and arts.
- Our heartland is Bristol and the South West, but we also work both nationally and more recently internationally
- The Agency is an Arts Council England National Portfolio Organisation (NPO) and Key Arts Provider for Bristol City Council.
- In recognition of our national importance we have received increased investment from Arts Council England to enable us to take forward our ambitious plans over the next three years.

Who We Are Looking For – in brief

- We are looking for an imaginative and dynamic marketing professional to join us to:
 - create and implement our ambitious strategy to upscale our marketing and PR
 - build the Agency's profile and recognition
 - expand our audiences
 - build the quality and scale of our online reach and engagement
 - line manage the Marketing Officer
- 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 England (and internationally).
- This role needs someone used to:
 - working across the marketing mix
 - working with high profile venues, festivals, industry organisations and artistes
 - working in a small tight-knit, often fast-paced team
- As increasing our digital reach, to engage a more diverse, South Asian UK-based audience is key to our ambitions, strong experience & insight into all aspects of digital marketing is essential.

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 venues that have included the Southbank Centre; The Glasshouse (previously SAGE); Barbican and St. George's Bristol.
- We seek and are 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, and a follow-up programme is underway.
- 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.
- 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 & reputation 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 & impact
 - raising our profile at home and abroad

Who We Are Looking For

- We are looking to appoint an experienced & senior marketing professional with experience of planning and leading strategic initiatives, as well as managing on-the-ground marketing & PR campaigns and line management.
- This approach will need 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 Marketing Manager, alongside the Marketing Officer, to bring creativity, fresh ideas and energy to promote the Agency as we re-define ourselves and grow our work.
- Of central importance is upscaling our success in the digital domain, developing content related to our programmes and subscriptions across online platforms, as well as supporting our broader aims outside of live music programming.
- You will be confident in representing our organisation and supporting our work with some of the UK's most prestigious live music venues & 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 in the South Asian music we present.
- You will also work with and support artists/musicians of international standing (and be sensitive to their requirements), our artist development and education work, as well as our advocacy work within the live music industry.
- The successful candidate will not be backward in coming forward with their own ideas; 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, creating and delivering an Audience Development Plan designed to reach out to the widest possible audiences.
- You will play a lead role in promoting the Agency's profile and work; articulating the unique role the Agency plays in South Asian music, both to audiences and within the industry itself; and explaining the breadth and depth of our activity to audiences and partners.
- You must also be confident, working alongside the Marketing Officer, in delivering our live events marketing & comms activity on a day-to-day basis and ensuring, in tandem with our aims, to expand the quality and upscale our digital reach.

- You will:
 - have implemented effective marketing, digital and PR strategies
 - have 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
 - be a committed lover of music and the arts with empathy for South Asian music
 - have a strong a strong commitment to creative diversity
 - be someone with a sound understanding of branding and profile-raising
 - be a creative thinker and team player with energy and drive
 - be a strategic thinker with a sound understanding of the central role that marketing, communication and audience development plays in achieving our aims
 - have an excellent understanding of current digital & social media strategies including online ticket sales
 - be a persuasive, diplomatic and compelling operator with a high level of diplomacy
 - possess a demonstrable track record in all aspects of delivery
 - be an all-rounder, working across the marketing mix, with experience of strategies old and new
 - have a willingness to take the initiative and muck in when all hands are needed on deck

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 plans and maintain and develop the Agency's growing relationships and partnerships with venues, festivals, promoters and artistes.
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. Managing the process of delivering high quality advertising copy and other promotional print and digital content; 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 Agency 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. Working with the Director on the Agency's re-branding; and 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. Supervising and overseeing the work of supporting staff.
13. Any other duties that may be reasonably required of the Marketing Manager.

Person Specification

The candidate will be able to demonstrate:

Essential

- Experience of (min 5 years) and proven track record in planning and delivering effective strategic and sales-driven 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 and some 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, for ticket sales, promotion, advocacy & brand recognition
- Understanding of new music platforms and the best approach to maximise opportunities
- Good understanding of media opportunities and advertising formats, old & new
- Understanding of design and experience of briefing designers and printers
- Experience of managing data collection, and interpreting & presenting 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 and to South Asian arts with some knowledge of working with Asian communities
- Excellent presentational & diplomatic skills
- Experience of line managing to deliver campaigns and plans

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
- Familiarity with design & editing packages and website maintenance software
- Up to date 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. 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 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

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.

1. Please complete the Application Summary Sheet and Equal Opportunities Monitoring Form and submit with your application.
2. We are seeking applications from individuals regardless of age, gender, ethnicity, disability, sexuality, religion and/or belief.
3. This role has the potential to be undertaken by hybrid working model; if you anticipate this way of working please set out in your application how anticipate this this working practically.

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

1. Letter (no more than 3 A4 pages)
2. C.V. (3 pages maximum)
3. Application Summary Form with contact details of 2 referees (with email addresses and phone numbers)
4. Completed Equal Opportunities Monitoring form
5. Your proposal for hybrid working if you wish us to consider this option.

Email your proposal, along with the monitoring form, to Jaswinder Singh jobs@asianartsagency.co.uk

Closing date for application: Monday 27th January 2025 at 9.30a.m.

Please submit your application as soon as possible as candidates shortlisted early maybe interviewed prior to the closing date.

We aim for successful candidate to start as soon as reasonably possible.