

Asian Arts Agency

JOB DESCRIPTION

Position:	Marketing Coordinator
Contract type/ Hours:	This post is based on 30 hours per week (4 days). The Agency is open to discussing a 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:	Marketing Manager
Salary/Fee	£30,000 - £35,000 (pro rata based on experience)
Pension	Contribution to the NEST workplace pension scheme.
Location	Hybrid with a minimum two days per week in person at the Agency's Bristol office.



About Asian Arts Agency

Asian Arts Agency (www.asianartsagency.co.uk) develops and promotes international, contemporary and traditional South Asian music and arts nationally and internationally.

We are looking for someone to assist with the marketing and promotional activity of our music tours and events programmes. If you have a background in live music/arts touring, festivals or events and enjoy working with musicians and other professionals presenting live performances, this will be an exciting opportunity to work in a vibrant and diverse arts organisation working across England and internationally with major artists and venues.

What We Do

We aim 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 which have included the Southbank Centre, SAGE, Barbican and St. Georges Bristol. We 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 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 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 an ambitious organisation at a prime stage in our work with further growth and expansion planned.

Our main office is in Bristol City Centre and our work is busy but fun and highly 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 want to attract people who have ideas and energy; 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 artists
- rebranding the Agency to reflect our growing role
- increasing our support for digital production and extending our digital reach
- and raising our profile at home and abroad

We want to increase our range of venues and promotional partners, including festivals, and to reach out to more audiences, South Asian in particular, in new venues and places.

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 office. We expect this post if working via a hybrid model to spend 50% of their time in our office.

Marketing Coordinator - Who We Are Looking For – In Brief

This is a key role in the Agency working alongside the Director and Marketing Manager. We are looking for an imaginative, dynamic, hands-on Marketing Coordinator to work with our Marketing Manager to deliver and implement our ambitious strategy to upscale our marketing and PR; expand and widen our audiences and build the quality and scale of our online reach and engagement.

This is an exciting opportunity for a motivated individual to work with high profile venues, festivals, industry organisations and artistes in a vibrant and diverse arts organisation working across England (and internationally). The Agency is on the move and we want our Marketing Coordinator, in collaboration with our Marketing Manager, to bring creativity, fresh ideas and energy to promote the Agency as we re-define ourselves and grow our work

Responsibilities and Tasks

1. **Working with the Marketing Manager to deliver our marketing and PR activity** and promote our work and brand to audiences and clients, including running marketing campaigns and developing our online presence locally, regionally, nationally and internationally.
2. Supporting the Marketing Manager to deliver the Agency's strategic plans and **maintain relationships and partnerships** with venues, festivals and promoters.
3. As part of the marketing team supporting the development and **implementation of the Company's digital and social media activity** to expand and widen our

audiences online and research and create content related to our programmes across online platforms.

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 the **production of strong designs and excellent digital content** for music events and tours (using collected imagery) and ensuring the efficient delivery and **distribution of the Agency's printed and online materials**.
5. **Creating high quality advertising copy and other promotional print and digital content** to build the quality and scale of our online reach and engagement to develop a diverse, UK-based/South Asian audience.
6. Working within **marketing budgets** for events and projects and, in conjunction with the Marketing Manager and Director to **set up and deliver contracts for external suppliers** (e.g. designers, printers).
7. To collect all assets (such as bios, images, videos) from artists and organise them to online folders for our promotional use and dissemination.
8. Working to achieve the **sales and income targets** for the Agency's live events including using data capture and statistical analysis of digital interaction (with the Marketing Manager) and ensure our profile, brand and events continue to attract audiences and a range of supporters to our work.
9. **Growing and maintaining the Agency's press and media database and contacts**, including Bristol-based press/media, regional and national contacts.
10. Devising new and efficient ways to **capture audience information; building and maintaining a comprehensive database; 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. Increasing our marketing and promotional activity to promote our work within areas of least engagement with the arts both in the South West and nationally, including building new relationships with community groups.
12. **Carrying out research into and building relationships with diverse communities**, both digitally (with key target groups) and in cities we work in, including working with South Asian communities and student societies.
13. **Representing Asian Arts Agency** including liaising with venue staff/promoters to support effective marketing campaigns; and constantly seeking and implementing opportunities to increase our profile nationally and internationally.
14. Supervising and overseeing the work of any supporting staff or interns and any **other duties** that may be reasonably required of the Marketing Coordinator.

Person Specification

Skills & knowledge we are looking for

Essential

- Experience of (min 2 years) and track record in supporting senior management to deliver effective strategic & event marketing & communications plans, ideally (though not essentially) in an arts/creative industries setting
- Keen attention to detail
- Compelling copywriting skills for various audiences and formats; e-shots, social media and press releases
- Some knowledge of how to create / adapt content (video, images etc) for delivery across website, social media and newsletters
- An outgoing disposition and confidence in dealing with people at all levels (artists, venues, promoters, the public), whether verbally or in writing
- Familiarity with the process of planning print distribution campaigns
- Resourceful in your ability to research and reach out to niche local communities
- Experience in collecting, recording and monitoring weekly sales from venue & third party box offices
- Ability to work independently and under pressure, within a fast moving environment
- Some knowledge of working with Asian communities
- Experience of working on campaigns to drive ticket sales
- Experience of setting up Meta ad campaigns
- Experience of project coordinating print and digital design
- Live within a one hour commute from Bristol

Desirable

Experience of:

- Using generic editing software (e.g. Premiere, Adobe CS, Photoshop)
- Filming and editing social media content with relevant software
- Working with venue box office, production & marketing teams to set-up events for on sale
- Working in an arts environment
- The music sector including promoting music events, tours, labels, and streaming services
- Promoting South Asian arts
- Working with recorded music (e.g. music labels/release)

The post-holder will be:

- an experienced marketing professional with a track record of successful marketing campaigns and support services and an ability to work closely and sympathetically with promoters and venues
- someone with a sound understanding of live music events and tours promotion

- and experience of audience development including data collection and analysis (including for monitoring)
- 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
- a creative thinker and team player with energy and drive
- someone with an understanding of the challenges in developing audiences for live music events and tours
- a persuasive and compelling operator with a high level of diplomacy

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

Please send completed applications to **jobs@asianartsagency.co.uk** with the following information:

- 1) Cover Letter
- 2) C.V.
- 3) Application Summary Form and Equal Opportunities Monitoring form including contact details of 2 referees with email addresses and phone numbers (including a recent employer if appropriate)

In the cover letter please outline 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 the skillsets and requirements of the role as set out in the person specification. Please outline how your professional experience and skillset and make you a suitable candidate.

In addition to your live events 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.

1. We are seeking applications from individuals regardless of age, gender, ethnicity, disability, sexuality, religion and/or belief.
2. Knowledge of South Asian music/arts is an advantage, but not essential.

Closing date for application: Monday 28th July 930 am

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.