Asian Arts Agency

JOB DESCRIPTION

Position:	**Marketing Manager**
Contract type/ Hours:	**4 days per week**
Holiday entitlement:	**20 days pro rata plus Statutory Bank Holidays**
Contract length:	**One year fixed with possibility of extension**
Reporting to:	**Director**
Salary/Fee	**£27,000 - £30,000 (pro rata based on experience)**
Location	**The role can be undertaken remotely with regular visits to the Agency office in Bristol.**

About Asian Arts Agency

Asian Arts Agency (Bristol) (www.asianartsagency.co.uk) is a dynamic arts development agency that develops and promotes international, contemporary and traditional South Asian music and arts. 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 South Bank; Barbican and St. Georges Bristol. The Agency works with audiences from all communities and age groups and plays a key national role in promoting creative diversity in the UK.

As one of the UK's premier Asian 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 involved working with leading companies in the music industry (Real World studios, BPI) and our Marketing Manager will play a role in this work to support artists.

Our marketing function is varied and by increasing our digital reach we engage a more diverse audience, South Asian in particular; building our digital profile is a key requirement of our marketing operation. With modern offices based in Queen Square Bristol and a short walk from Bristol City Centre, 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.

Marketing Manager Role

We are looking to appoint an experienced Marketing Manager to ensure our profile, brand and events continue to attract new and existing audiences and a range of supporters to our work. There is a significant opportunity to increase ticket sales and build on our huge success in developing digital content related to our programmes and subscriptions across online platforms and we want the Marketing Manager, working with our Digital Coordinator, to deliver an ambitious increase in our digital work.

Developing strategic plans and ideas you will create and deliver our Audience development plan designed to reach out to the widest possible audiences. You must also be confident in delivering our marketing activity on a day-to-day basis and ensuring our digital reach is constantly expanding.

You will have successfully delivered marketing and communications campaigns in the public and/or private sectors, ideally with experience of working in and with Asian communities and with mainstream venues programming music.

This is a vital role for the Agency and will play a leading part in breaking down barriers to South Asian music, promoting creative diversity, and taking us to the next step as we widen our 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;
- a strong commitment to creative diversity;
- an understanding of the strategic role that marketing, communication and audience development plays in the success of our organisation;
- understanding of digital and social media strategies and online ticket sales;
- 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 activities and brand to targeted audiences and clients, including managing marketing campaigns and the Agency's online presence and brand locally, regionally, nationally and internationally.

2. 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 support of Director, securing additional funding in support of this.

3. Ensuring that the Agency liaises with and provides efficient and **high quality marketing support to venues and promoters** for music events and tours and ensuring that photographic and video documentation of our work is collected.

4. Overseeing the **production of strong designs and excellent digital content** (audio/video) for music events and tours.

5. **Writing and preparing all advertising copy** and other promotional print **and digital content**; managing the delivery and distribution of the Agency's printed and online materials (e.g. newsletters); ensuring the highest standards.

6. Preparing and efficiently **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. website, PR agencies, designers, printers).

7. Leading on, setting and **driving sales and income targets** for the Agency's live events including using data capture and statistical analysis of digital interaction to maximise online marketing and develop audiences (in consultation with the Director and senior team).

8. Establishing and **maintaining 'branding' guidelines** with appropriate copy and images to be issued to venues, partners, commissioned arts organisations and clients.

9. **Growing and maintaining the Agency's press database and contacts**, including Bristol-based press and media, regional and national contacts; (e.g. press releases; arranging media interviews).

10. Developing new and efficient ways to capture audience information; **developing and building a comprehensive database** (within the requirements of the Data Protection Act);

11. **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 reports and encourage the sharing of audience data with venues.

12. **Representing Asian Arts Agency** including in promoting the Agency's work to other arts organisations, sponsors, and funders and liaising with venue staff/promoters to deliver robust marketing campaigns.

13. Any **other duties** that may be reasonably required of the Marketing Manager.

Person Specification: The candidate will be able to demonstrate:

Essential

- Experience (min 2 years) of delivering effective marketing and communications activity including advertising online and print media, ideally in an arts/creative industries setting
- Team player with creative ideas and solutions
- Knowledge 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, (Facebook, Instagram, YouTube, etc.) 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.

Desirable

- Direct experience of the music sector including promoting music events, tours, labels, and streaming services
- Experience of promoting South Asian music touring
- Familiarity with design packages and website maintenance software
- Excellent contacts for press and media in the music and arts sector
- Excellent presentation skills.

Diversity and Equality – Our Commitment

Asian Arts Agency is highly committed to promoting diversity and values all people. We welcome and encourage applications from those currently underrepresented 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.