



# Liverpool Arab Arts Festival

## Festival Marketing Assistant

**Reporting to:** Marketing Coordinator.

**Salary:** £3,000 fee.

**Working hours:** 16 hours (2 days) per week.

Must be available leading up to and during the festival period 9 – 18 July. Hours will increase during festival period with rota to be agreed in advance.

**Location:** The LAAF office is based at Bluecoat in Liverpool. Festival events will take place at leading cultural venues across the city.

**Contract duration:** 40 days from w/c 13 April until 31 July 2020 (fixed-term.)

### **Background:**

Founded in 1998, Liverpool Arab Arts Festival (LAAF) is a registered charity delivering arts and community programmes that bring diverse cultures together,

increasing appreciation and awareness of Arab culture and arts at a local, national and international level.

Our year-round programme of events and community projects includes Liverpool Arab Arts Festival, established in 2002 and still the UK's premier annual Arab arts festival.

Each year, our festival brings a thrilling celebration of Arab culture to venues across the city and showcases the richness of Arab culture through a packed programme of visual art, music, dance, film, theatre, literature and special events.

### **About the role:**

LAAF is looking to recruit a **Festival Marketing Assistant** to play a key role in delivering marketing for this year's festival.

You will be an excellent communicator who enjoys working both independently and closely with a team. You will be skilled in using social media and updating websites, while possessing strong attention to detail.

This is an excellent opportunity to develop your marketing skills and experience while working within a busy festival environment.

### **Main duties and responsibilities:**

- Manage LAAF's core social media platforms, including planning, creating and scheduling content.
- Regularly update and create content for LAAF's website using accessible copy.
- Ensure LAAF festival events are posted on online listing sites.

- Support the Marketing Coordinator in PR activities.
- Ensure GDPR compliance with photograph and video documentation at all events.
- Work with our partner design agency to disseminate printed marketing material.
- Comply with Audience Agency reporting criteria and support audience data capture activities at LAAF events.
- Work with various partners to promote events (in line with GDPR and relevant partnership agreements) to help increase audience reach.
- Any other duties and responsibilities as required to ensure the success of LAAF's core festival.
- Commit to Arts Council England's Creative Case for Diversity and LAAF's equal opportunities policy and procedures.

### **Knowledge, Skills and Experience:**

#### **Essential:**

- Minimum one years' experience of working in a professional marketing role.
- Minimum six months' experience of managing a professional social media account.
- Strong written and verbal communication skills
- Excellent IT skills evidenced in Microsoft Office and competency in using WordPress content management system.

- Experience of using Mailchimp or a relevant marketing tool.
- Ability to communicate effectively with diverse groups and people.
- Must be available during festival period.
- A flexible and proactive approach to work, including ability to work occasional evening and weekends (when agreed in advance.)
- Sensitivity in handling confidential information.
- Ability to work in a high-pressured festival environment.

**Desirable:**

- Ability to speak and understand written and spoken Arabic.
- Knowledge and understanding of Arab/Muslim culture and faith.
- An understanding of cultural sensitivities in relation to image and copy editing and translation.
- Experience using Adobe software (e.g. Photoshop.)
- An understanding of marketing strategies.
- Experience of working with festivals or large-scale cultural events.

**How to apply:**

Please submit your CV along with a covering letter (maximum 1 side of A4) demonstrating your suitability to the role in relation to the job specification.

If you would require this document in any other formats, please contact us using the email address below.

LAAF is committed to widening access in the arts. We particularly welcome applications from the Black, Asian and Minority Ethnic (BAME) community as this group is currently under-represented in the arts.

Email your CV and covering letter to [admin@arabicartsfestival.co.uk](mailto:admin@arabicartsfestival.co.uk) with the subject line 'Festival Marketing Assistant'.

Closing date: **5pm, Monday 23 March 2020.**

Interviews will be held in Liverpool on Friday 30 March.

For more information about LAAF, please visit: [www.arabartsfestival.com](http://www.arabartsfestival.com)