



Liverpool Arab Arts Festival

Marketing & Communications Manager

Salary:	£10,800 (£27,000 per annum pro rota at 2 days per week)
Reports to:	Director
Responsible for:	Temporary/contract marketing freelance workers, interns, apprentice and volunteers.
Contract:	Initial 12-month part-time contract.
Location:	Office is based in Bluecoat, Liverpool. Remote working will be considered. Post holder will be required to attend occasional meetings in Liverpool and be available throughout core festival period in July, and during out of festival events which require marketing and PR support.

About LAAF:

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. LAAF is an Arts Council England National Portfolio Organisation.

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

Every July, the festival brings a thrilling celebration of Arab culture to venues across the city and showcases the richness of Arab culture through a curated programme of visual art, music, dance, film, theatre, literature and digital events.

LAAF has a long track-record of providing informal and structured learning opportunities that raise awareness of Arab arts and culture, amongst both Arab and non-Arab audiences.

We regularly deliver arts and cultural projects within local communities, schools and colleges that stimulates curiosity and promotes learning. This includes mainstream education and community arts development programmes that lead to accredited Arts Awards.

About the role:

LAAF is seeking to recruit an experienced Marketing & Communications Manager to develop and manage marketing and PR for the organisation. The postholder will be a key part of a small senior management team and will make a dynamic contribution to realising LAAF's overall vision. They will be responsible for instigating and delivering projects that align with strategic marketing goals, and for increasing awareness of LAAF in the UK and internationally.

Responsibilities:

- Lead on the development and implementation of LAAF's marketing, PR and audience development strategies.
- Lead on recruitment and management of temporary contract staff, freelancers, interns and festival volunteers.
- Maintain and develop the LAAF marketing brand.
- Work closely with LAAF team, producers, artist/performers and partners to produce LAAF publicity and marketing campaigns and assets.
- Create and update content for LAAF website and social media platforms to enhance local, national and international visibility.
- Commission and contract Arabic translators for dual language promotional materials.
- Lead on the development and implementation of systems to increase efficiency in capturing, recording, managing and extracting data for internal and stakeholder monitoring and evaluation purposes.
- Lead on the development of LAAF's local, national and international press and media contacts.
- Build a catalogue of reviews, previews and coverage to raise the profile of LAAF and featured artists in the UK and beyond.
- Work as part of LAAF management team to set and manage goals in relation to LAAF business planning.
- Contribute to writing of funding applications and associated stakeholder reporting.
- Maintain and develop organisation policies and procedures to ensure the robust management and appropriate use of data, marketing assets and materials.

- Be the primary point of contact, prepare briefs and respond to press, media and public queries.
- Represent LAAF at network and partner meetings at a local, national and international level.
- Manage marketing budget within agreed parameters.
- Increase event ticket sales – including donations and sponsorship.
- Attend regular management and team meetings.
- Attend organisation planning and development Away Days.
- Prepare reports for board meetings.
- Support LAAF events when required.

Knowledge, Skills and Experience - Essential:

- A minimum of 3 years' experience in the arts/creative sector in a similar post with same level of responsibility and accountability.
- A strong team worker with the skills and confidence to manage large workloads with a high degree of independence.
- Skilled multi-tasker and project manager who is solution focused with a strong sense of purpose.
- Experienced in the recruitment and management of permanent, temporary and contracted staff.
- Experienced in the recruitment and management of volunteers, interns and apprentices.
- Extensive experience of overseeing successful UK and international marketing campaigns.
- Experienced in planning and delivering effective communications strategies.
- Skilled in writing clearly for diverse audiences and platforms.
- Able to demonstrate awareness of cultural sensitivities.
- Experience developing and maintaining data management systems. This includes processing/analysing data to inform marketing/PR campaigns and goals.
- Experienced in managing and creatively populating key digital platforms to continually build on organisational visibility and brand awareness.
- Excellent IT skills. Including the use of Microsoft applications, Wordpress and cloud content management systems.
- Experienced in budget management.
- Excellent organisation, time and priority management skills.

Desirable:

- Knowledge and experience of Arab culture and being proficient in written/spoken Arabic.

- Experience of working in arts and creative industries.
- Experience of working with Adobe software and video editing software.

All candidates must have the right to live and the right to work in the UK. Successful applicants will be asked to present the relevant documents to demonstrate their eligibility to work in the UK.

How to apply:

Please submit:

- A covering letter (maximum 2 sides of A4) demonstrating your suitability to the role in relation to the Responsibilities and Knowledge, Skills and Experience.
- Your CV
- Contact details of 2 referees, one of whom should be a current employer
- Completed Equal Opportunities form

LAAF is actively committed to widening access in the arts to support people from a variety of backgrounds, experiences and skills. We particularly welcome applications from ethnic communities currently under-represented in the arts.

Please email your CV and covering letter to admin@arabicartsfestival.co.uk with the subject line 'Marketing & Communications Manager application'

Closing date: 12pm, Wednesday 17 February 2021.

Interviews will be held via Zoom w/c 22 February 2021.

www.arabartsfestival.com