



Liverpool Arab Arts Festival

FREELANCE MARKETING COORDINATOR

We are looking for a freelance Marketing Coordinator (or agency) to lead on deliver the marketing for our 2024 festival. The successful candidate will ensure the wider visibility of the festival programme via targeted marketing, PR and social media activities.

Liverpool Arab Arts Festival will take place on Friday 12 – Sunday 21 July 2024, featuring an international programme of visual art, music, performance by leading Arab artists at key Liverpool cultural and community venues.

ABOUT US

Founded in 1998, Liverpool Arab Arts Festival (LAAF) is the UK's longest-running annual Arab arts and culture festival, platforming the best UK and international Arab artists. Our work continues throughout the year, with a wide range of events and participatory projects that bring together artists and diverse communities. LAAF builds connections that help more people to encounter and experience Arab culture in Liverpool and beyond.

www.arabartsfestival.com

Contract duration: April – 31st July 2024. We anticipate work commencing in early April (to be agreed)

Key relationships: LAAF's artistic team, LAAF Board, festival artists and partners, translators, designers, suppliers

Fee: £4,000 including VAT for 36 days, on a self-employed basis. Days within fee to be discussed with the successful candidate.

Location: Remotely, with on-site working for festival events. The successful candidate is welcome to use LAAF's office at Bluecoat during the period.

All self-employed candidates must have the right to live and work in the UK.

Main Responsibilities:

- To develop and deliver an achievable marketing campaign for LAAF's 2024 festival, working to tight budget and meeting KPIs.
- Develop an agreed timeline and delivery plan for social media content across LAAF's key social platforms, supporting in the creation and posting of material. This includes the production of materials using key assets and templates from designers.
- Work with LAAF's artistic team, designers and suppliers to deliver targeted print campaigns as agreed, balancing cost and environmental impact with accessibility for audiences.
- Manage the English to Arabic translation process for core festival text.
- Lead on PR activities, including organising and managing press interviews with artists and staff.
- Coordinate and send invitations to key stakeholders for festival launch event.
- Manage LAAF's digital channels in the period, including promoting sponsors, partners, artists, events and donations.
- Update LAAF's Wordpress website with festival events.
- Act as key contact in collation of copy, images, links, credits and access information to promote the festival programme in a high-quality manner.
- Lead on PR activities, including writing and circulating press releases for festival activities.
- Oversee the distribution of print marketing materials, including partner venues.
- Contribute key data from activities for inclusion in the festival evaluation report.

Audience Development:

- Support LAAF's evaluation and data collection processes for the festival, particularly via digital platforms and social media.
- Take a creative approach to increasing traffic to LAAF's website and social media platforms.

General:

- Work closely with LAAF's Artistic team and LAAF Board to ensure visibility of the programme.
- To ensure branding and other marketing obligations to funders and sponsors are met.
- Carry out duties with full regard to LAAF's Equal Opportunities policy.
- Be available throughout the festival period, with rota to be agreed in advance.
- Carry out other duties commensurate as required with the role.

Person specification

- A minimum of 3 years of marketing experience in the cultural sector.
- Must possess knowledge and experience of adhering to GDPR guidelines.
- Understanding of Arts Council England Illuminate audience data collation and reporting.
- Understanding of cultural sensitivities in relation to image and copy control in dual languages.
- Demonstrate experience in project coordination.
- Excellent communication and time management skills.
- Effective in managing relationships at all levels.
- Ability to work under pressure and meet deadlines.
- Strong attention to detail and thoroughness in your work.
- Sensitivity and understanding to the different contexts of LAAF's diverse work and audiences.
- Excellent IT skills, including managing websites and social media.
- A flexible and proactive approach to work.
- Ability to work occasional evening and weekend shifts during the festival.

To apply

Please submit the following:

- An Expression of Interest (maximum 2 A4 pages), outlining your experience and how you meet the Job Description.
- Any relevant links to work or campaigns.
- Completed Equal Opportunities Monitoring form.

Deadline: 10am, Tuesday 2 April 2024. Please email applications to:
admin@arabicartsfestival.co.uk