



THE NATIONAL
FESTIVAL
OF MAKING



Marketing Coordinator for The National Festival of Making



APPLICATION DEADLINE : 3RD APRIL 2019



Marketing Coordinator

The National Festival of Making is recruiting for a Marketing Assistant to support the delivery of print and digital marketing ahead of and during the festival weekend on 15th & 16th June 2019. This is a freelance role and is based at the Deco Publique offices in Morecambe.

The National Festival of Making is a unique celebration of UK making, from the factory floor to the kitchen table. Taking place over two festival days, with long term projects running throughout the year, The National Festival of Making takes over the streets of Blackburn with music, markets, street food, art, performance, tours, talks and above all, an eclectic mix of making experiences for everyone to enjoy. Last year we welcomed more than 40,000 visitors to Blackburn to take part in a programme that celebrates the industrial heritage and contemporary future of the UK's manufacturing & making industries.

In 2018 The National Festival of Making won Best Non Music Festival at the UK Festival Awards and Visit Lancashire's Large Event of the Year Award. We currently partner with 40+ organisations such as Creative Lancashire, Blackburn Museum & Art Gallery, Super Slow Way, Blackburn University College, Prism Contemporary & The Making Rooms. We work with local and internationally significant artists to curate and commission a rich and diverse programme of artistic content including our headline commissioning programme, Art in Manufacturing. This initiative sees artists take up residencies with mass manufacturers across East Lancashire and has included commissions with Lazerian, Liz West and Marytn Ware.

Artists in residence make original new work in industry from sculptures to soundscapes - shown throughout the festival weekend in Blackburn's most historic and most contemporary buildings.

As the Festival moves into its third year we want to build a team with the specialisms required to continue to deliver this nationally relevant and ambitious event. Working within the framework of the Festival's Audience Development Plan and Marketing Strategy we are looking for a Marketing Assistant to join our team to support the delivery of the social, digital and print media. You should have excellent copywriting skills and a keen eye for detail. You will be play an integral role in ensuring that we reach our diverse target audiences from the locality and nationally, driving visitation and building the Festival's profile.

The National Festival of Making is a Community Interest Company with multiple stakeholders and partners - you will work directly with the NFM Directors and Festival Producers in a fast paced, friendly and ambitious team. The role is based within the Deco Publique office where NFM is produced. Deco Publique is based in Morecambe and in addition to National Festival of Making we curate and produce cultural festivals and creative projects around the North of England.



MARKETING COORDINATOR ROLE

- Support the development and execution of design briefs
- Managing design delivery
- Managing promotional print including ordering print services
- Creating content including copy for the festivals website
- Updating the Word Press website with relevant festival content as required, up to the festival dates - training in the website back office will be provided
- Gaining an understanding of the social media audiences accessing content across our platforms - Twitter, Instagram and Facebook
- Creating and managing relevant content for social media posts
- Building audiences for NFM pages through creative sharing, research into Facebook, Instagram & Twitter groups plus sharing and interacting with niche groups
- Planning and activating social media advertising
- Writing blog posts about NFM and the creative people and products engaged in our events and projects
- Coordinate listings and marketing with agencies and partner organisations providing content for newsletters to specific target audiences
- Supporting the communication of the festival and its projects to specific community groups, supporting the festivals outreach projects
- Liaising with creative practitioners from market traders to artists to generate and secure information about their work in order to actively promote the festival programme
- Helping research and build press databases
- Assisting with managing photographers and filmmakers
- Assisting with organising and uploading event photos onto an online platform
- Attending site visits, events, meetings or locations when appropriate to document and share on social media to interact with audiences and build interest in current and forthcoming work
- Working with and monitoring marketing and advertising budgets
- Preparing marketing updates to share with the Directors
- Feeding into team meetings
- Liaise closely with the lead PR and design specialists
- Liaise closely with strategic marketing partners including Blackburn with Darwen Borough Council and Super Slow Way
- Work closely and report to the Directors and Festival Comms team
- Work within the framework of the festivals audience development plan and marketing strategy
- Support with the coordination of audience and participant post festival evaluation providing supporting data and trend analysis



PERSON SPECIFICATION

Essential

- A proactive approach
- Ability to use own initiative
- Good team player and ability to work within a fast moving festivals team
- Ability to cope well with periods of high pressure and fast paced decision-making
- Up to date knowledge of social media, digital and print marketing
- Up to date knowledge of all Microsoft Office Applications
- Excellent time management
- The ability to plan ahead for a successful marketing plan
- The ability to react with agility to changing and evolving needs of the campaign
- Ability to manage complex agendas and priorities
- Strong administrative and organisational skills
- Excellent oral and written communication and copywriting and editing skills
- Ability to report, and share information clearly and concisely
- Have your own laptop and smartphone
- Be able to organise transport to the Morecambe based office where desk is provided (which is next to the train station and has parking available)
- Interest and knowledge in the arts, culture, festival and making industries

Terms and Conditions

- This is a freelance contract to run between April 2019 and end of June 2019 with a fixed fee of £3600 for 45 days. There may be an opportunity to increase the number of days and the contract fee subject to additional funding.
- It is expected the contract will be delivered by the freelancer over 2 to 3 days per week
- Attendance at the National Festival of Making on 15th & 16th June is a requirement of this role



Photography by Robin Zahler
and Richard Tymon



HOW TO APPLY

To apply for the freelance Marketing Assistant contract please send:

- Covering Letter and / or Contract Proposal - this should be a two page max PDF outlining your skills and experience in response to the role and the person spec. and any other pertinent information
- CV

We want to understand your previous experience and skill set and the transferable skills you have to bring to this role. We'd also like to understand what attracts you to working in the arts and cultural industries.

Within your covering letter or contract proposal, please identify how your experience, knowledge, skills and expertise address and can respond to the role and essential criteria as defined in the briefing above.

The deadline for this application is 3rd April 2019

If shortlisted you will be invited for an interview at Deco Publique in Morecambe or via Skype.

The contract will start immediately in April 2019 and run to end of June 2019.

Send all applications to Becci Wilson becci@decopublique.co.uk with the email title - **Marketing Assistant Application**

Further Information

Familiarise yourself with our work at the following links -

THE NATIONAL FESTIVAL OF MAKING

www.festivalofmaking.co.uk

[Facebook](#) / [Instagram](#) / [Twitter](#)

DECO PUBLIQUE

www.decopublique.co.uk

[Facebook](#) / [Instagram](#) / [Twitter](#)

Photography by GS Visuals

