



MARKETING & COMMUNICATIONS MANAGER

JOB DESCRIPTION

Responsible to: Executive Director

Job Purpose: To be the Marketing & Communications Manager lead Shubbak Festival, developing, planning and realising strategy for promoting and raising the profile of the biennial festival, and its activities in non-festival years.

INTRODUCTION

Shubbak is a UNESCO award-winning festival of contemporary Arab culture and one of the largest in the UK and Europe. It has hosted five festivals on a biennial basis since 2011 and the next festival in 2021 will mark Shubbak's tenth anniversary. In 2019, the festival attracted over 65,000 audience at over 60 events across all art-forms hosted at 26 venues and locations, including the Southbank Centre, Barbican, Gate Theatre, Bush Theatre, British Library, British Museum and increasingly at venues and events outside London and the UK, such as The Lowry in Salford, Pavilion Dance Bournemouth, The Lighthouse in Poole, Fierce Festival, Bradford Literary Festival and Encounters Film Festival. In between festival years we sustain a programme of community engagement work, artist residencies and tour commissions and programmes of works. Shubbak is an Arts Council England funded National Portfolio Organisation (NPO).

As we enter a crucial and exciting period of organisational growth following the successful delivery of the 2019 festival, Shubbak is now recruiting a Marketing & Communications Manager to develop and manage Shubbak's marketing and PR (and/or PR contracts) leading up to and including the 2021 festival. This is a new role which consolidates activities which have previously been outsourced, sitting at the heart of the organisation, working across multiple projects and developing new and exciting marketing capacity. This role requires a dynamic individual with substantial marketing and PR experience, strategic vision and a wide skill-set for envisioning and maximizing external awareness and perception of Shubbak. You will work closely with the organisation's core team: Artistic Director, Eckhard Thiemann; Executive Director, Farès K Moussa; and Programme & Engagement Producer Taghrid Choucair-Vizoso as well as the many freelance producers with whom we work.

KEY TASKS AND RESPONSIBILITIES:

1. Manage and deliver all Shubbak external facing marketing;
2. Develop a marketing and communications strategy for Shubbak, which will include the development of a unified voice and working with partner venues to maximise income;
3. Ensure that Shubbak has a continued presence through non-festival periods showcasing it's work with communities, young people, resident artists and touring works;

4. Write copy for Shubbak brochure, collate and develop assets and lead on relationship with designers, printers and distributors on developing brochures and other print media;
5. Develop the Shubbak website to be more dynamic and interactive, working with website designers, if/where appropriate;
6. Develop and deliver Shubbak social media strategy across platforms including Facebook, Twitter, Instagram and YouTube
7. Manage and deliver Shubbak's e-newsletter communications
8. Help to develop, integrate and manage a direct sales / box office and fundraising system, such as Spektrix;
9. Co-ordinate the transition of the website to full bi-lingual content;
10. Develop key analytics for all online marketing;
11. Write all other marketing copy and collate all marketing resources
12. Produce press releases and respond to press enquiries, building and managing PR relationships and/or recruiting and working with PR consultants, if/where appropriate;
13. Identify potential marketing opportunities, partnerships and collaborations;
14. Work with the Executive Director in recruitment and management of marketing interns and volunteers;
15. Manage and develop Shubbak's photography and videography;
16. Manage the marketing budget;
17. Work with partners to agree branding and visibility at venues and individual events;
18. Produce regular marketing progress updates;
19. Research audiences for individual events and develop specific audience development strategies and manage relationships with external evaluators;
20. Attend relevant meetings internally and externally, as required as and when identified by the Artistic Director and/or Executive Director
21. Contribute to Board papers, as required;
22. Support the Shubbak team in all aspects relevant to the above and take-up any other duties, as appropriate to this post.
23. Comply with Shubbak's policies and procedures including Environmental, Health and Safety Legislation, Data protection, Safeguarding and Equality and Diversity.

PERSONAL SPECIFICATION:

Candidates should be able to demonstrate the following:

Academic

Minimum Level 3 qualifications.

Occupational

ESSENTIAL

- A minimum of three years of working in marketing and/or communications/PR
- Interest in and or commitment to promoting arts and culture
- Independent PR / communications network

DESIRABLE

- Experience of working in arts and culture
- Experience of marketing artistic projects
- Knowledge, understanding and/or interesting in Arab world and/or arts/culture sector is desirable
- Experience of marketing international artists
- Experience of managing budgets is desirable

Competencies/skills

ESSENTIAL:

- Minimum C1 level English language competency
- Strong copywriting skills
- Experience in working with social media
- Experience in website content management systems, particularly with Wordpress
- Strong attention to detail
- Understanding of issues relating to diversity & access

DESIRABLE:

- B2 level Arabic and above

TERMS AND CONDITIONS:

1. The role is intended initially to be part-time with an option to go full-time; or to work flexi time accruing hours for busier festival times. We are able to consider alternative working hours, working arrangements and/or job-share models for the right person/s;
2. This is a 21-month fixed-term post, reviewing in September 2021 with an intention extend or make the contract permanent;
3. Salary is pro rata at between £28,000 and £32,000 per annum. It is a condition of appointment that salary is paid directly into a bank or building society account;
4. Holiday entitlement is 25 days per annum plus public holidays;
5. The post is subject to a six-month probationary period. This is seen as essentially a supportive time; however unsatisfactory performance may lead to termination of contract;
6. Some out of hours working during evening and weekends will be required as part of this role;
7. The post-holder will be automatically brought into the NEST pension scheme;
8. You must be eligible to work in the UK to be considered for this role.

If you feel that you fit the bill and interested in working as part of a small friendly team working from our office at the Arab British Centre in Gough Square, London; then we would be delighted to hear from you.

APPLICATION PROCEDURE

Please email the Executive Director, Farès K Moussa at recruitment@shubbak.co.uk with the following information **by 2pm on Monday 9th December:**

- Covering letter of no more than 2 A4 pages outlining how you meet the person specification
- Full CV
- Contact details of 2 referees, one of whom should be a current employer
- Complete Equal Opportunities Monitoring form which can be downloaded [HERE](#)

First Interviews will take place on Monday 16th December.