



## MARKETING AND COMMUNICATIONS MANAGER

### JOB DESCRIPTION

**Responsible to: CEO**

**Job Purpose:** To be the marketing and communications lead for Shubbak Festival, developing, delivering and evaluating a marketing and audience development strategy for the organisation whose activities include an innovative education and participation programme, artist development, national touring and a biennial, multi-artform festival.

### INTRODUCTION

Shubbak is a UNESCO award-winning festival of contemporary Arab culture and one of the largest in Europe. It has hosted six festivals on a biennial basis since 2011. 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 outside London including The Lowry, Salford, Pavilion Dance, Bournemouth, The Lighthouse, Poole, Fierce Festival, Bradford Literary Festival and Encounters Film Festival. The 2021 Festival which took place during exceptional circumstances just as the UK was opening up after the Covid-19 pandemic comprised in person events in London and a substantial online programme of both live and VOD work and attracted more than 47,000 people to its new, hybrid festival model.

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 an exciting period following the delivery of the 2021 festival and the appointment

of two new joint CEOs, Alia Alzougbi and Taghrid Choucair-Vizoso, Shubbak is recruiting a Marketing and Communications Manager to consolidate and build on the work achieved during the last 21 months when the role was first brought in-house. We require a dynamic individual with marketing and PR experience, a strategic vision and a wide skill- set.

You will work closely with the organisation's core team: Joint CEOs, Alia Alzougbi and Taghrid Choucair-Vizoso, an external PR consultant (currently Anna Arthur) as well as the many freelance producers with whom we work.

### **KEY TASKS AND RESPONSIBILITIES:**

1. Develop a marketing and communications strategy for Shubbak which supports its year round activity and biennial festival.
2. Take responsibility for Shubbak's branding across all platforms.
3. Ensure that Shubbak has a continued presence through non-festival periods showcasing its work with communities, young people, resident artists and touring works.
4. Lead on relationships with designers, printers and distributors on developing all printed and digital assets.
5. Write copy for promotional material including print, ads, social media and any reports or funding applications as required.
6. Develop, deliver and monitor Shubbak's social media strategy across all its platforms.
7. Manage, deliver and develop Shubbak's mailing list and e-newsletter communications.
8. Continue the production of bi-lingual and evergreen content for Shubbak's website in consultation with the joint CEOs.
9. Develop key analytics for all marketing activity in line with the company's business plan.
10. Produce press releases and respond to press enquiries, building and managing PR relationships and/or recruiting and working with PR consultants, if/where appropriate.
11. Identify potential partnerships and collaborations with aligned organisations.
12. Maximise relationships with funders that have the capability to reach Shubbak's target markets
13. Work with the joint CEOs in the recruitment and management of marketing interns and volunteers.
14. Work with partners to agree marketing campaigns, including branding and visibility at venues and individual events.
15. Produce regular marketing reports and updates related to targets
16. Develop a coordinated approach to market research and evaluation which meets the Arts Council requirements for Audience Finder and the reporting needs of the key funders of the education and participation programme.

17. Working with the joint CEOs, to create an audience development plan which builds on the Company's existing Assisted Ticket Scheme.
18. Set and manage the marketing budget.
19. Manage the production of Shubbak's video and photography.
20. Attend relevant meetings internally and externally, as required as and when identified by the joint CEOs.
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:

### **Knowledge/qualification/training**

- Experience of working with web CMS (Wordpress)
- Experience of working with social media platforms and tools
- Experience working with analytics, both web and social media
- Working knowledge of Google Suite, Microsoft Office, Photoshop or Indesign (or an equivalent) and other computer software
- Understanding of data protection practice and GDPR compliance
- Knowledge of office systems and procedures
- Experience of budget management software

### **Experience**

- A minimum of five years of working in marketing and/or communications/PR
- Experience of working with a wide range of stakeholders, managing complex and potentially sensitive relationships
- Experience of developing and delivering marketing and audience development strategies
- Experience of working in a busy team
- Experience of the management and control of budgets
- Experience of commissioning and delivering high quality market research and evaluation evidence
- Experience of managing partnerships
- Experience of managing staff and freelancers

## **Competencies/skills**

- Minimum C1 level English language competency
- Strong copywriting skills
- Strong attention to detail
- Understanding of issues relating to diversity & access
- Ability to communicate effectively in a range of different settings
- Good communication skills in oral, written and visual communications
- Ability to plan strategically, combined with well developed creative skills and the ability to think laterally and innovatively
- Project planning skills, including the ability to meet multiple deadlines, to keep to budget and achieve targets
- Ability to identify and develop PR stories to generate coverage and/or experience of working with an external PR consultant
- Editing and proofreading skills
- Able to work with accuracy and attention to detail
- Good financial management skills
- Report writing skills
- Line management and delegation skills
- B2 level Arabic and above (desirable)

## **Attitude**

- Strong team player
- Collaborative
- Flexible
- Diplomatic
- Tactful, calm and sensitive,
- Is solutions focused
- A high degree of integrity, excellent organisational skills, a self starter with an eye for detail
- Has an interest in Arab arts and culture

We encourage those who self-identify as Black, Arab, Afro-Arab, Indigenous or Person of Colour to apply; as these groups are underrepresented within our industry nationally. Candidates who have faced access barriers to the arts (whether due to socio-economic background or other) are also especially encouraged to apply for this role.

Disabled applicants who meet the minimum criteria for the position are guaranteed an interview.

## TERMS AND CONDITIONS

- The role is intended initially to be part-time at 2 days week 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.
- This is a 22-month fixed-term post, reviewing in September 2023 with an intention to extend or make the contract permanent.
- Salary is pro rata at between £32,000–£35,000 per annum. It is a condition of appointment that salary is paid directly into a bank or building society account.
- Holiday entitlement is 25 days per annum plus public holidays.
- 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.
- Some out of hours working during evenings and weekends will be required as part of this role.
- The post-holder will be automatically brought into the NEST pension scheme.
- You must be eligible to work in the UK to be considered for this role.
- If you feel that you fit the bill and are 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 send your application to [recruitment@shubbak.co.uk](mailto:recruitment@shubbak.co.uk) with the following information by Monday 15 November:

- Covering letter of no more than 2 A4 pages outlining why you would like to work with Shubbak and how you meet the person specification.
- C.V. (2 pages maximum)
- Contact details of 2 referees
- Complete Equal Opportunities Monitoring form [HERE](#)

Interviews will be held in the week commencing 22 November with a view to occupying the post from Monday 3 January 2022. Please indicate alternative availability in your application, if these dates do not match your current availability.