



Job Description

Marketing and Communications Manager

Freelance, Fixed Term

The Role

To maintain public and stakeholder engagement and raise the profile of DaDaFest through proactive management of marketing, media relations and audience development activities

The Person

Our ideal candidate will be either educated to degree level or be able to demonstrate equivalent skills and knowledge through working in a communications or marketing related discipline. A knowledge and understanding of disability arts and accessible marketing is essential and our ideal candidate will also have had experience of implementing accessible marketing campaigns and/or disability arts marketing

We need someone who possesses an excellent understanding of the full range of social media and digital communications including managing and updating web content. Experience of implementing audience research and analysis of data and some form of management experience in either a formal capacity or as a member of a project management team will be an advantage

You will need to be able to build and maintain influential relationships with a range of stakeholders including the media, artists, funders and other stakeholders.

You will have a genuine passion for the arts and the development of new audiences and you must possess genuine commitment to the ethos of DaDa and implementing its policies and practices

Principle Duties and Responsibilities

Marketing and Communications

Continue to develop and implement a marketing strategy and action plan which ensures an integrated approach across marketing and communications channels on and offline, and which aligns with organisational aims.

Manage and develop the organisation's brand to ensure all communications are on brand and appropriate to audience, providing advice and guidance where necessary on style and copy editing.

Manage the ongoing work and development of the Marketing Assistant.



Manage and develop the DaDa website and its CMS.

Ensure DaDaFest activities are appropriately documented including overseeing and managing photography, filming and other media capture

Work closely with the Directors to develop and implement a plan to ensure appropriate levels of data capture in order to inform decision-making and meet the requirements of funders and other stakeholders.

Support internal communications systems.

Ensure that DaDa adheres to current regulations regarding data capture and use.

Audience Development

Manage an ongoing programme of audience research, analysing data and producing reports to share internally and externally and using data to inform audience development initiatives.

Media Relations

Develop and implement a media relations strategy and action plan that ensures that all aspects of DaDaFest's work receive appropriate media coverage.

Take responsibility for developing and maintaining positive relationships with PR, press and media contacts both locally and nationally including oversight and management of any contractual relationships.

Write press releases and other copy including production and/or commissioning of written features, blogs and news stories for DaDaFest's website.

Keep accurate records of all media activity for regular reporting and archival purposes.

General

Represent DaDaFest as required at meetings, public events, etc.

Attend DaDaFest events as required. Some of these events will take place outside of regular office hours.

Terms and Conditions

This is offered as a 9-month freelance contract working 3 days a week. The fee would be £17,000

We are looking for someone to start as soon as possible to help us plan for our events in both June and November

