

Job Title: Freelance Digital Marketer

Reporting to: Marketing Manager

Hours: Part-time, 21 hours per week (3 days per week)

Salary: £32,505.20 pro-rata (£125 a day, inclusive fee of £8,250)

Contract Start Date: 1 April - 27 September 2019 (6 months)

Closing Date: 8pm Thursday 21 March 2019

Interviews: W/C 25 March 2019

Buxton International Festival (BIF) is one of the UK's leading arts events taking place in July each year; a cultural celebration of the very best opera, music and books taking place in the Peak District. The Festival produces three operas alongside a series of concerts given by many leading British and international musicians, and a literary series featuring leading writers and thinkers. The Festival also presents an annual autumn Big BIF Weekend and Outreach Programme. Buxton International Festival has been presented annually since 1979 and will be celebrating its 40th Anniversary in July 2019.

Our 40th Anniversary year is very special. Our new Artistic Director, Adrian Kelly and new CEO, Michael Williams have created a new vision for Buxton International Festival and together with a brand new communications strategy we plan to engage a new younger audience with our £5 under 35 ticket; encourage green travel from London through our travel partnership with Virgin Trains; and increase support and awareness from local audiences with a brand new audience development strategy.

BIF is seeking a Freelance Digital Marketer who will support to develop and implement BIF's digital marketing campaigns to engage new and existing audiences, increase box office income and significantly enhance our online profile. The successful candidate will have a proven track record of working in a creative digital marketing role, preferably in a senior role, and will be experienced in website administration; social media and e-newsletter creation/scheduling; digital advertising; digital audience development; analytical reporting and evaluation.

In collaboration with the Marketing Manager, you will create and deliver imaginative marketing campaigns; engaging target audiences, driving ticket sales and income targets for Festival events, and supporting web traffic and email acquisition targets. The ability to deal with multiple projects simultaneously; working with content management systems and digital analytic tools; and the ability to work in Buxton are essential for this role. Demonstrable interest in the performing arts is desirable.

Principle Responsibilities:

- Working with the Marketing Manager, develop and implement a digital communications strategy that crosses social media, digital advertising, digital audience development, e-newsletters and website.
- Responsible for ensuring BIF's website is a constantly evolving tool for communicating with both existing and potential audiences to deliver maximum value to the organisation. Oversee content implementation, accuracy on buxtonfestival.co.uk and ensures the site works hard as a marketing tool, utilising data from Google Analytics to boost our SEO.
- Develop our new brand identity through social media, implementing all organic social media posts using content developed with the Marketing Manager, Book Programmer, and Press Officer that tell stories to our existing and potential audiences.
- Develop and implement a strategy to significantly increase our followers and engagements on Facebook, Instagram, Twitter, YouTube and our Newsletter Sign-ups.
- Working with the Marketing Manager, implement, analyse and manage digital advertising on social media and Google AdWords; developing targeted audience sets utilising data from Google Analytics, Box Office and social media insights.

- Under the digital communications strategy, implement e-newsletter campaigns utilising segmentation (through tags) to effectively personalise mails to gain the highest open rates, click-throughs and conversions.
- Responsible for implementing the digital audience development strategy locally and nationally by utilising tools such as Facebook Groups, forums, and developing relationships with community groups, influencers, and businesses.
- Manage customer and digital data, keeping lists up to date while adhering to GDPR legislation at all times; reporting any breaches to the Marketing Manager immediately.
- Manage our digital analytics (covering website, e-newsletters, social media, digital advertising, unique URLs and box office sales), writing effective weekly and monthly reports to match/evaluate BIF's campaign actions with audience digital engagement and conversions to sales.

Essential Criteria:

- Demonstrable experience of developing and implementing comprehensive multi-channel digital marketing plans and schedules.
- Excellent knowledge and experience of administrating Wordpress websites.
- Excellent knowledge and experience of using Google Analytics to extract data to inform digital marketing strategies (including audience demographics, website journey tracking etc).
- Creative ability to understand and work to brand guidelines, including visuals, copy, tone and core message.
- Excellent knowledge and experience of managing and implementing creative content on social media platforms including Facebook, Instagram, Twitter and YouTube. Up-to-date understanding of Trends and organic post optimisation.
- Experience of implementing digital advertising on social media and Google AdWords, with experience of developing targeted audience sets utilising data from google analytics, box office and social media.
- Demonstrable experience of increasing followers on social media platforms.
- Experience of developing effective email campaigns using Mailchimp, including demonstrable experience of implementing A/B testing to increase open rates, click throughs and sales conversions.
- Experience and understanding of digital audience development strategies including managing relationships with community groups, influencers and businesses for reciprocal marketing.
- Excellent understanding and experience of reporting on data using Google Analytics, social media insights, Mailchimp reports, and CRM databases (in particular ThankQ and Spectrix).
- Good working understanding of new GDPR legislation.
- Excellent English grammar proficiency and proof reading skills, with high attention to detail.
- Ability to manage and prioritise workload, finish tasks and hit deadlines.
- Experience of working a Freelance contract; be able to become embedded as part of the team, despite working part-time and sometimes at distance.
- Must work 2 days a week in the Buxton office.
- Ability to work unsociable hours during the Festival, 5 – 21 July 2019. To be discussed at interview.

Desirable Criteria:

- Experience of developing media partnerships with, or commissioning, digital influencers.
- Knowledge of photo/video editing and design software including Photoshop, InDesign, Premier Pro [or equivalent].
- Basic knowledge and understanding of writing html code.
- Experience, understanding and/or demonstrable interest in developing digital audiences for an arts organisation, particularly opera, classical music and literature.

Please send your completed CV and covering letter to Emma Lloyd, Marketing Manager by Thursday 21 March 2019 emma.lloyd@buxtonfestival.co.uk

Late applications will not be accepted.

Please note candidates must be registered as a sole trader/limited company by the contract start date and you are responsible to pay your own tax. As a freelance contract with an inclusive fee, there is no annual leave allowance or pension contribution.

If you would like to find out more about the role in advance, please call Emma Lloyd on 01298 72190 for a friendly chat.

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www.buxtonfestival.co.uk

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