MARKETING DIRECTOR (MATERNITY COVER)

Thank you for your interest in the post of Marketing Director (Maternity Cover) at Manchester International Festival. Please find further information regarding this post below.

The closing date for applications is Friday 3rd February 2017 at 5pm
Interviews are expected to take place w/c 13th February 2017

All short-listed candidates will be contacted by phone or email. Please note – as we receive so many applications we regret that we are unable to reply to each one individually. If you have not been contacted by 13 February please assume that your application has not been successful.

To apply for this role, please complete the application form outlining your suitability for this (plus suitable references) FAO David Fox to recruitment@mif.co.uk – marking MDIRECTMC17 in the subject field

Thank you for your interest in the Manchester International Festival. We look forward to receiving your application.

Yours sincerely

David Fox
Head of Administration
BACKGROUND

Manchester International Festival (MIF) is the world’s first festival of original, new work and special events and takes place biennially, in Manchester, UK. The Festival launched in 2007 as an artist-led, commissioning Festival presenting new works from across the spectrum of performing arts, visual arts and popular culture.

Some highlights of the first four Festivals include premieres of Steve McQueen’s commemoration of fallen British soldiers, Queen and Country; Damon Albarn, Jamie Hewlett and Chen Shi-Zheng’s Chinese opera Monkey: Journey to the West; group art event Il Tempo del Postino - featuring work by Matthew Barney, Tacita Dean and Tino Sehgal; Zaha Hadid Architects’ new space for the music of Bach; Björk’s three-week Biophilia residency; director Robert Wilson’s The Life and Death of Marina Abramović, starring Abramović, Willem Dafoe and Antony; The xx performing in a hidden city centre space for audiences of just 60 and Kenneth Branagh’s Macbeth.

In 2015 highlights included the Alice in Wonderland inspired wonder.land with music by Damon Albarn, book and lyrics by Moira Buffini, directed by Rufus Norris; and contemporary-ballet Tree of Codes a spellbinding collaboration between Wayne McGregor, Olafur Eliasson and Jamie xx that featured dancers for Company Wayne McGregor and Paris Opera Ballet; Gerhard Richter and Arvo Pärt dedicating work to each other for Richter/Pärt and FKA twigs’ Soundtrack 7 residency where audiences observed the artist’s creative process at close quarters.

The Festival works with co-commissioning partners around the world to create and present new productions, partnerships which not only help make these new commissions possible but also extend the audiences and lifespan of the shows. 35 MIF shows have gone on to have a life outside the Festival, visiting Park Avenue Armory in New York, the Ruhrtriennale in Germany, the Abu Dhabi Music & Arts Festival, Brooklyn Academy of Music, the Festival d’Automne in Paris, Spoleto Festival dei 2Mondi in Italy and many more.

In addition to income from co-commissioners and ticket sales, MIF receives support from private sponsorship, individuals and trusts and foundations. This money is raised by building on the solid support MIF enjoys from Manchester City Council and Arts Council England, our principal public funders.

‘Few cultural events have established themselves with such clarity and self-confidence as the Manchester International Festival... MIF has quickly taught audiences to expect the unexpected.

Peter Aspden, The Financial Times, July 2015
JOB DESCRIPTION

Job Title: Marketing Director (maternity cover)

Reporting to Managing Director

Responsible for Marketing Manager, Marketing Assistant, Ticketing Manager, Ticketing Officer, Ticketing Assistant, Junior Designer, Community Engagement (freelancer), Publications Editor (Freelance), Designers (freelancers) and Marketing Volunteers

Working closely with Press & PR, Producing/Technical, MIF Learning, Touring, Development and Finance & Administration

Purpose of role

To work with the Managing Director and the CEO/Artistic Director to develop a marketing strategy for the organisation that maximises the profile of the Festival brand locally, nationally and internationally, and achieves income and attendance targets for the Festival.

To ensure the effective delivery of that strategy and to schedule, within budget and to the highest possible standards.

Areas of Responsibility

Communication

- To work with the Managing Director to develop the marketing campaign plans for the Festival as a whole
- To adapt the MIF brand with ongoing campaigns and co-ordinate all design and any image creation
- To ensure the audience development strategy is implemented to create a deeper engagement with current and new audiences, in particular via the £12 Greater Manchester ticketing scheme
- To work with the Digital Producer on MIF’s digital marketing to ensure the best use and optimisation of all digital platforms, to showcase and support commissions, grow audiences and increase ticket sales
- To implement the Cultural Destination and tourism marketing campaign that raises MIF’s profile both nationally and internationally
- To develop and implement the Citywide campaign to raise the profile of MIF in City Centre Manchester, draw visitors to Festival Square and ensure that the organisation maximises opportunities with partners such as Manchester City Council, Marketing Manchester, the Hoteliers Association, City Co.
- To work with the Development Director to ensure the effective delivery of sponsor & partners’ branding rights and help maximise the activation of the relationships and recruit MIF Members
- To manage the MEN Media and Guardian partnership relationship to ensure maximum exposure in all publications/outlets
- To develop productive relationships with opposite number in key arts and public organisations across the city and the city region
- To co-ordinate marketing for MIF Touring, ensuring MIF is correctly credited on touring partner materials and explore opportunities to maximise its profile
Box office and sales
- Set any ticket prices and income targets where appropriate
- To monitor and evaluate sales against targets to inform decision making on marketing campaigns and spend
- To work the Official Box Office provider (Quaytickets) and Ticketing Manager on strategic planning to continually improve Box Office operations
- To oversee the setup of productions for any possible production on sales
- To provide the Box office with specific information on each production giving sufficient knowledge to sell productions efficiently and informatively.
- To be responsible for liaising with the Production department on setting pricing for productions and where appropriate, other relevant revenue streams

Finance and budget
- To plan and manage the marketing budget expenditure within the Festival’s financial management systems
- To work with the Finance Department setting and preparing marketing budgets and cash flow for the productions
- To manage the marketing overheads

Evaluation
- Writing post Festival reports
- To work with the Executive Team to deliver the MIF 2017 Evaluation

Staff Management
- Manage all suppliers and staff (including Freelance, temporary and casual staff)
- To negotiate and manage relationships with external agencies and in-house contract staff/freelancers.

General duties
- Attend Senior Management Team meetings and contribute to the development of Festival policy as a whole
- To attend external meetings as a representative of the Festival, when appropriate
- To prepare written reports to the Board on marketing activity
- To oversee and maintain the Festival’s physical and digital archive ensuring a comprehensive legacy for future Festivals
- To prepare written reports to the Board on marketing activity
- Any other duties that are commensurate with the scope and status of the role
- To provide marketing support and advice for all other areas of MIF
- To be aware of and follow all company policies
- To be responsible any external co-producers on all elements of campaigns and in particular for the approval of artwork

PERSON SPECIFICATION

Essential
- Proven experience at a senior level in marketing and sales
- Self-motivated and able to manage concurrent projects to tight deadlines with a calm approach under pressure
- Experience in sales reporting for productions
- Experience of senior line management marketing, box office and design teams, external consultants, Freelancers and agencies
Excellent written and verbal communication skills
Experience of working in a creative environment
Excellent planning and organisational skills
A strong visual flair and an exacting attention to detail
The ability to work collaboratively within small and large teams, managing multiple opinions and leading decision making
Proven experience of setting and managing budgets

This job description is a guide to the nature of the work required of this position. It is neither wholly comprehensive nor restrictive and does not form part of the contract of employment.

TERMS AND CONDITIONS

Salary: £40-45,000 per annum (dependent on experience)
Contract: March – August 2017. Fixed Term Contract

While the position is full time, we may consider a part-time appointment (3-4 days per week) outside of the core Festival Dates in June and July

Location: Central Manchester

Hours: 35 hours per week During the run up to the Festival there will be additional late evening and weekend work – which have been taken into account when setting the salary

Annual leave entitlement is 25 days a year pro rata plus public holidays