



Photo: Findhorn Bay Arts Culture Day 2016 by Paul Campbell

FINDHORN BAY ARTS

Vacancy: Marketing and Communications Manager

About Us

Findhorn Bay Arts (FBA) is an award-winning creative producer of cultural events and activities firmly rooted in the communities of Moray. Its vision is to make Moray a place of creative opportunity for artists, audiences, and participants.

Established in 2012, it is a non-profit organisation, a company limited by guarantee [SC413997], and a recognised Scottish charity [SC049867].

FBA has grown considerably over the past nine years from an initial Culture Day celebration to producing a year-round programme of high-quality arts and cultural activities for people of all ages.

Development has been significantly informed by a desire to increase recognition for the Moray creative sector and for the positive role that arts and culture can make in so many parts of our lives. Findhorn Bay Arts has been a driving contributor to the revitalisation of the region as a creative place, including establishing the Ignite Moray Youth Arts Hub, co-founding the Culture Cafe creative network, and contributing to the Moray Cultural Strategy: We Make Moray.

Its signature event, the biennial Findhorn Bay Festival, is a spectacular celebration showcasing exceptional artists, all set in unexpected places and scenic locations. A year-round programme encompasses creative community events, education, outreach, volunteering, artist residencies, and networking events attributing to making quality creative activities accessible across a region where the cultural budget has been reduced by 100%.

In recognition of the social, cultural, and economic impacts of its work, FBA has a strong reputation for working in partnership with a wide range of local, regional and national partners, attracting year-on-year support as well as winning numerous awards.

The Findhorn Bay Festival plays a major role in attracting visitors to the region contributing nearly £900,000 to the local economy.

The organisation is about to undergo an exciting period of change with new longer-term projects as well as planning for two Festivals in 2022 and 2024. The time is right for Findhorn Bay Arts to expand its core team.

Marketing and Communications Role Introduction

The post of Marketing and Communications Manager provides an exciting opportunity to implement and develop FBA's marketing and communications strategies, raise the profile of the organisation and its work, and extend its reach at a local, regional, national and international level.

This is a great role for a highly organised, ambitious, creative, and motivated person to contribute to the continuing success and development of FBA as it embarks on a new 3-year strategic business plan.

The role requires a diverse palette of marketing skills and confidence in forging partnerships, and a passion for arts and culture.

Based in Moray and working closely with the CEO/Creative Director and as part of the core team, the post-holder will be responsible for the creation and implementation for project-specific and cross-organisational marketing and communications strategies, with particular reference to FBA's biennial festival which aims to connect with and inspire new and diverse audiences and participants.

You should be able to demonstrate that you can generate dynamic content with a fresh and accessible style of communication to a broad audience and advocate for the organisation in a concise, authentic and impactful way. You should be confident using marketing channels to creatively and strategically communicate to varied audiences and develop partnerships that support the aims of the organisation.

As well as having the required skills and level of experience as per the job specification below, this role requires enthusiasm, resourcefulness, and energy. You should be a highly focused and ambitious individual who is used to balancing a busy workload involving multiple complex timelines, have excellent attention to detail, and have multi-channel marketing skills.

While the delivery of the above core marketing and communications activity is essential, the role does have an element of flexibility.



Photo: Surge Street Theatre by Marc Hindley

Key Details

Job Title: Marketing and Communications Manager
Contract: This is a permanent post subject to ongoing funding and employment review
Location: Forres, Moray
Salary: 26k per annum (pro rata to 3 days per week £15,600)
Hours: 22.5 hours p/w (3 days equivalent), flexible working necessary
Starting: June / July 2021 (earlier start date possible)
Reporting to: CEO/ Creative Director

Job Description

Purpose

The post of Marketing and Communications Manager provides an exciting opportunity to play an active role in implementing and developing FBA's marketing and communications strategies, and to raise the profile of FBA and its work on a local, regional, national, and international scale.

Responsibilities

- Devise and deliver FBA's audience development strategy and marketing campaigns;
- Plan, prioritise and oversee all communication channels – digital, print, media, and face-to-face;
- Manage and develop dynamic, creative, and innovative content across all digital channels;
- Establish clear benchmarking and audit and analyse our digital activity and campaigns across all channels;
- Manage email campaigns, with a particular focus on growing subscribers and optimising the effectiveness of email marketing;
- Build on our local networks to raise awareness of and participation in our creative engagement and creative learning activities;
- Manage and update FBA's website, working with web developers on technical aspects;

- Co-ordinate online events listings and advertising campaigns;
- Develop relationships with all media and issue media releases;
- Liaise with external consultants e.g the media consultant for Festival;
- Co-ordinate photography and film requirements;
- Ensure all documents distributed outside of the organisation are of high quality content and design;
- Design and implement evaluation, evaluate marketing activities, and prepare reports;
- Produce final drafts of organisational documents, such as business plans and reports;
- Liaise with designers and printers to produce posters, leaflets, and programmes;
- Manage distributors and distribution of print materials;
- Liaise with artists on all matters relating to marketing (e.g. gathering copy and images);
- Co-ordinate, collate and analyse audience and attendance data for monitoring and evaluation purposes to inform future marketing plans and reporting to funders;
- Administrate online bookings and dealing with online enquiries;
- Manage marketing budgets and expenses;
- Keep up-to-date contact records and manage associated databases;
- Proactively forge and sustain meaningful partnerships that will help FBA reach its target audience;
- Give effective and professional presentations and communicate positively and effectively with stakeholders and groups as required;
- Ensure all marketing and communication processes are GDPR compliant.

Other Duties Include

- Manage, train and support any temporary box office/sales staff and volunteers over the Festival period;
- Attend and represent FBA at relevant events, conferences, and performances;
- Support fundraising activity by delivering agreed sponsorship collateral through marketing activities and materials, monitor and report results as required;
- Support the development of new unrestricted income streams through PR & Marketing and campaigns e.g. setting up a Festival Friends or Patrons scheme and individual giving, increasing ticket sales or other audience income targets for the festival and other ticketed events;
- Assist with the production of events, receptions, and workshops.

Findhorn Bay Arts is committed to equality and fairness for all. People will be engaged based on their ability and merits of their suitability for the job. FBA will not discriminate on grounds of age, disability, gender, gender reassignment, race, religion or belief, or sexual orientation.



Photo: Findhorn Bay Festival 2018 by Paul Campbell

Person Specification

Essential Skills

- A passion for supporting arts and culture, and not-for-profit organisations;
- A minimum of a higher-level qualification in communications, marketing or equivalent qualification or experience;
- Demonstrable experience in developing and implementing cross channel marketing strategies;
- Experience in managing and growing social media channels;
- Strong written skills – ability to write content, press releases, copywriting and editing, papers and reports;
- Excellent administration, organisation, and time management skills combined with exemplary attention to detail and clarity of communication, with the confidence to take ownership of responsibilities and follow them through successfully;
- Excellent computer literacy with experience and enthusiasm in managing CRMs, cloud-based software and IT systems including all Microsoft applications (Word, Excel, PowerPoint, Publisher) and Adobe PDF;
- Demonstrable experience of using analytics tools such as Google Analytics, social media insights, and working with audience segmentation tools to improve user experience and improve channel engagement levels;
- Confidence in creating engaging digital graphics media content; adhering to brand guidelines for use across a variety of digital channels;
- Ability to collaborate and work effectively in a team;
- Proven initiative and high levels of self-motivation, as well as the ability to work unsupervised with experience of remote working, and the ability to work from home;
- Ability to work flexible hours and to travel to attend events occasionally.

Desirable Skills

- Experience in marketing and communications work within an arts environment;
- Experience of working in the cultural arts sector;
- Experience of working in a rural situation;
- Experience of working in the commercial sector;
- Experience of working in the third sector;
- Experience in website development;
- Experience of Audience Finder software and ticket platforms such as Ticketsource;
- Experience of working with Podio (CRM system);
- Willingness/enthusiasm to take up any training required with this post.

How to Apply

Please send your CV and a cover letter stating your experience in relation to the person specification outlining how you meet the requirements and what you think you bring to the role (no more than two sides of A4).

Deadline for applications: 12noon, Monday 10th May 2021

[PLEASE SUBMIT YOUR APPLICATION ONLINE HERE](#)

Interviews will be held in person / online on Wednesday 19th May 2021.

If you require further information before completing your application, please feel free to contact director@findhornbayarts.com for an informal conversation about the role.