

## FLATPACK PROJECTS

### Marketing Manager

#### Job Description

Hours: Freelance 60 days between November 2017 - May 2018

Fee: £175 per day

Closing date: 9am Monday 13th November, interviews Wednesday 15th November

Start date: Week commencing 20th November

#### Background

*"The most imaginative and eclectically satisfying film festival in the Midlands."* Birmingham Wire

*"Working with the Flatpack team to deliver the festival was an incredible experience. I was able to see how a small team of hardworking and motivated individuals could bring together a series of films, exhibitions, and workshops to result in a diverse programme that appealed to both cinephiles and the casual viewer. The atmosphere this created brought so many different types of people together, which I think is one of the highest achievements of any arts organisation, and the Flatpack team managed it with a sense of humour and integrity."*

Previous employee

We make great things happen by mixing film and other forms, by illuminating place and by bringing people together We inspire others, and help ideas to grow.

Having grown from putting on small pop-up film nights in pubs to producing a festival attracting 14,000 visitors, Flatpack Projects is a nationally respected organisation which delivers a host of year-round projects and events alongside our annual festival. We are at an exciting point in our journey having recently become a National Portfolio Organisation, and our focus is now on looking at developing our marketing strategy for our growing festival.

#### The Role

Working as part of a team of 12, the Marketing Manager will help to create energy and excitement around our upcoming festival, ensuring Flatpack has good visibility both virtually and also physically across the city.

[WWW.FLATPACKFESTIVAL.ORG.UK](http://WWW.FLATPACKFESTIVAL.ORG.UK)

### **Key responsibilities**

- Develop and deliver a clear and cohesive marketing strategy for the festival
- Oversee all aspects of online marketing with the support of our Marketing Assistant, including social media, the website, and our mail outs
- Work with our designer and the Director to shape the identity of the next festival
- Coordinate the production and dissemination of physical marketing collateral, such as brochures
- Help to steer the redevelopment of our website with our designer and web developer
- Provide task management and guidance to the Marketing Assistant
- Help increase revenue from box office and merchandise sales through targeted marketing and use of web analytics
- Manage the marketing budget
- Oversee the documentation and evaluation of the festival, including managing photographers and videographers
- Lead on the design of merchandise

### **Experience & Skills**

- Digital marketing, including content management and social media
- Understanding of web analytics
- Excellent communication skills, including copywriting

**To apply, please email a CV and covering letter to our Operations Manager Abbe Elliston at [abbe@flatpackfestival.org.uk](mailto:abbe@flatpackfestival.org.uk)**