**British Arts Festivals Association: Marketing & Communications Manager job description**

**PURPOSE OF THE POST**

This role will lead on communicating a range of messages to better support the breadth of BAFA’s activity across membership services, campaigning & events.This project-based freelance role will support BAFA during a period of development to ensure effective communications by BAFA through social media, website and directly to key stakeholders. The postholder will be responsible for auditing existing communications and marketing resources, and devising a campaign to support communications around BAFA’s national research programme, Festivals Mean Business 4, and associated development work. Increased engagement by members and potential members will be a key deliverable of the project, as will a refreshed suite of tools to support BAFA’s further development.

**MAIN TASKS**

BAFA communications

* To audit BAFA’s existing communications and marketing resources
* To devise and lead a campaign to support FMB4 communications, in liaison with DHA Communications, BAFA Director and board as appropriate
* To increase engagement by members and potential members, using website, social media and direct communications

BAFA resources

* To ensure the newly commissioned BAFA website is fit for purpose in maximising stakeholder engagement and member development
* To update the existing BAFA marketing and communication resources, including member newsletter, membership materials and press list
* To develop additional marketing resources as agreed using Canva and Wordpress

In addition, the Marketing & Communications Manager will support the Director, board and team in the run-up to and at BAFA events, including the annual Conference for Festivals.

**PERSON SPECIFICATION**

This freelance post will suit someone who is well organised, proactive and effective, able to work at a high level of detail but also personable and professional in liaising with BAFA members and stakeholders.

Essential:

* Competent and effective user of Excel, Word, Canva, Zoom, Teams and filesharing software
* Experience in managing social media platforms for business development
* Experience in managing and updating Wordpress websites
* Ability to create visual resources to support social media and communications
* Proactive and flexible approach to work
* Ability to problem solve and work effectively as part of a small team
* Excellent communication skills and personable approach to member communications

Desirable:

* Experience in an arts or festival environment
* Experience in a membership organisation
* Experience in overseeing website re-build
* Relevant press and PR contacts

**PAY AND CONDITIONS**

This is a freelance contract worth £6,000 for the period April – December 2024 and based on an indicative rate of £200/day for 30 days’ work. As a freelance position, applicants will need to confirm that they are eligible to be classified as self-employed, and be responsible for their own arrangements for tax and National Insurance. Applicants will need to be administratively self-sufficient, with access to their own laptop.