

## Marketing and Communications Manager

**Salary: Circa £25,000 - £28,750 pro-rata**

**FTE: 4/5**

FutureEverything is looking for a dynamic, experienced and creative communications professional, with significant achievements across the cultural and or/corporate sector. This new senior position, intended to make a major contribution to raising the company's profile, is responsible for developing and implementing effective internal and external communications strategies for our programme.

The purpose of this contract is to develop and deliver a marketing strategy and oversee all aspects of marketing management and delivery for FutureEverything including the FutureEverything Festival 2010 and beyond, ECAS, international network of European Festivals and other FutureEverything (FE) year round projects.

You will work with our Artistic Director and General Manager to deliver a strategic marketing strategy for our conference, music strand and international programme of diverse art projects and exhibitions including new commissions, workshops, and social and participatory artworks in unexpected city spaces. You will also be the international marketing manager for the newly funded ECAS network.

You will have an understanding of digital media art, visual arts, music, the performing arts, and digital culture. You will have experience developing a marketing strategy, delivering a press, PR and communications' strategy, copywriting, developing advertising, print and display campaigns. You will also have an excellent understanding of online marketing including e-commerce; blogging and raising the profile of an organisation across all web 2.0 platforms. You will have experience in sales marketing and implementing marketing research and evaluating the results. You will have excellent writing and communication skills and responding to a conceptual brief alongside rigorous budget control experience.

**PLEASE NOTE: We are accepting applications by email only. Please do not send a copy by post.**

***FutureEverything CIC is annually funded by the Arts Council of England***

**Responsible to:** Artistic Director and General Manager  
**Responsible for:** Communications Assistant, Freelance staff, subcontractors, marketing agencies, temporary festival staff and volunteers

**Background – See Appendix 1**

## **KEY ACCOUNTABILITIES**

- To contribute, as a member of the management team, to the overall development, planning and operation of the marketing strategy for FutureEverything CIC projects and the FutureEverything festival.
- In particular to deliver all the communication tools for the FutureEverything festival and ECAS network.
- To attend meetings and prepare reports and papers as required.

## **SPECIFIC DUTIES**

### **Policy, strategy and planning**

- To work, with the management team, to devise policies, strategies and long-term plans for approval by the FE Board and ECAS Management Board and in particular prepare elements of those plans relating to communications, engagement and audience development.
- To determine, with the management team, a viable marketing strategy and advise accordingly.

### **Partnerships**

- To help sustain FutureEverything's position within a number of regional, national and international partnerships.
- To represent FutureEverything to (and if appropriate on) external organisations, agencies and committees.

### **Fundraising**

- To ensure the financial viability of specific projects and programmes by assisting with the identification of funding opportunities and the preparation of applications.

### **Other**

- To further the implementation of FutureEverything's equal opportunities policy.
- To ensure that your own personal development is maintained in terms of artistic knowledge, managerial and specialist abilities and education.

## **MAIN DUTIES AND RESPONSIBILITIES (NOT NECESSARILY IN PRIORITY ORDER)**

The Marketing Manager will be required to undertake the following tasks:

### **Key Objectives:**

- Responsible for the preparation, management and delivery of the FE Festival & ECAS Marketing & Communications Strategy and action plan
- Responsible for identifying and setting marketing targets including audience development and income generation
- Responsible for the management of the FE Festival and ECAS marketing budgets and any other project marketing budgets
- Identify the need for any additional human resource required to deliver the Marketing & Communications Strategy
- Take responsibility for recruiting and managing any sub contractors to deliver the Marketing & Communications Strategy, in accordance with budgets available

### **Main Tasks:**

- Prepare a Marketing & Communications Strategy and action plan including agreeing target audiences, media platforms and evaluation processes for both FE and ECAS
- Draw up and manage assigned budgets and provide regular financial reports to the Festival and General Manager
- Recruit (if required) and manage designers to devise all print and web materials promoting FE Festival and ECAS. The designers will work with the existing FE brand, but will develop FE Festival 10 specific designs. The designers will create the ECAS brand
- Recruit and manage a freelance press relations contractor, in line with the Marketing & Communications Strategy, to act as single point of contact for all press enquiries
- Manage the production of all printed, web, social media, and email publicity related to FE Festival and take responsibility for the collation of copy, images, venue details, logos, and other information necessary for marketing materials
- Act as single point of contact for all regional, national and international marketing enquiries from festival partners, media, artists, venues and funders
- Keep in close contact with the FE and ECAS funders, collaborators and partners, arranging and attending meetings where necessary
- Be alert to fundraising, sponsorship and income generating opportunities for the festival and advise the Director and Relationships Manager on programme related fundraising opportunities
- Ensure that funders and partners' credits are incorporated into marketing materials, as appropriate
- Write regular Progress Reports for FE & ECAS Board
- Represent FE & ECAS and be an advocate for both, regionally, nationally and Internationally.

**ECAS specifics:**

- Promote the network nationally and internationally
- Manage social media strategy and recruit appropriate personnel
- Develop and content manage the website
- Develop the brand and recruit and manage design contractors
- Develop a print and distribution strategy for the network
- Oversee all external communications including Advertising
- Manage international press relations utilising the networks existing contracts and developing targeted international contacts
- Liaise with the network promoting and communicating all the individual core festivals work in the network and other network partners.

**Essential experience and skills****Experience:**

- Proven track record and/or understanding of festivals, electronic arts, visual arts, music and digital and creative sectors.
- Experience of developing and delivering marketing strategies for arts or cultural organisations/festivals.
- Excellent financial management systems and experienced at managing detailed marketing budgets.
- Managing and applying market research and evaluation.
- Experience of building partnerships across a range of sectors and communities.
- Experience of the arts funding system and fundraising and sponsorship and how to communicate benefits effectively.
- Minimum 3 years experience in a marketing management position within the arts, cultural, music, media or creative industry environment.
- Experience of delivering complex and varied print and online marketing materials within tight deadlines and within finite budgets.
- Experience managing press and media, online and advertising and display campaigns.
- Broad range of contacts in the industry, e.g. arts, media, creative industries, music city/region.
- Experience of managing others, including designers and sub-contractors
- Excellent organisational skills, the ability to manage a diverse workload, working accurately and calmly under pressure
- Excellent written communications skills, and experience of copy writing and copy checking.
- Excellent spoken communication skills.
- Strong creative skills and an ability to challenge assumptions and generate imaginative ideas.
- Good IT skills and experience of using office software such as Microsoft Word, Excel and databases.

**Knowledge:**

- An awareness/understanding of new media, performing and visual arts.
- Knowledge and experience of brand management.
- An excellent understanding of the role of technology in today's society, and of social issues such as sustainability and free and open source culture.
- Excellent understanding of online marketing including e-commerce, blogging and raising the profile of an organisation across all web 2.0 platforms.
- To be aware of and endorse the ethical and Equal Opportunities policies of FutureEverything.

**Skills**

- The ability to work as a member of a small team on strategic and planning issues.
- The ability to work effectively under pressure and to deadlines.
- Good communication, presentation and writing skills.
- Must be energetic, creative and open to new ideas.
- Good organisational skills with good all-round admin and IT skills.
- Familiarity with various web based platforms and applications.

**Desirable experience and skills**

- A good understanding of media art and digital culture and an appreciation of key practitioners within the field
- Knowledge of Manchester as an urban cultural hub.
- An interest in blogging and online communities.
- Excellent design skills and be used to working with design software such as Photoshop, Illustrator and/or Freehand would be a distinct advantage.
- Strong press and broadcast media contacts.
- Understanding of the work presented at past FE Festivals
- A full drivers' licence

**Note:** As this post is new it is possible that, in response to the experience and skills of the candidates, some refinements to the job descriptions can be accommodated.

**TERMS OF EMPLOYMENT****Salary:**

**Circa £25,000 - £28,750 pro-rata**

**FTE: 4/5**

FutureEverything is open to discussion about a freelance contract.

**Hours:**

3 days a week from June to December.

5 days a week from January to May.

FutureEverything also operates a flexible working approach.

The standard working week for full-time posts is 37.5 hours. However, the nature of the work means that all staff need to approach their jobs with considerable flexibility in terms of both the times (evening and weekend work will be necessary) and total hours worked.

No provision is made for payment to staff of overtime for extra hours.

The office opening hours are normally 10am to 6 pm Monday to Friday.

**Probation and notice:**

The post is subject to a two-month probationary period and 1 months notice.

**Length of Contract**

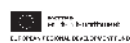
From October 2010 to September 2011 to be extended .

**Application Requirements**

Please send a CV with a cover letter [job62010@futureeverything.org](mailto:job62010@futureeverything.org), which responds to the job description and person spec by 5th Sep 2010

**Deadline:** 10am Monday 27th September 2010

**Interviews:** Week beginning 4th October 2010



## **APPENDIX 1 – BACKGROUND**

FutureEverything is an award winning, world class organisation using mass participation in creativity and social innovation to bring the future into the present. It has a strong global network and international profile, and is recognised around the world for leading pioneering projects and important international debates. It runs year-round digital innovation projects and an annual festival of art, music and ideas. FutureEverything is a not-for-profit 'Community Interest Company' (CIC).

FE Festival is an international festival of world premieres of astonishing artworks, an explosive city-wide music programme, and visionary thinkers from around the world across 4 festival strands - Art, Music, Ideas and Showcase.

There have been 11 successful editions over 15 years. Each year it features over 300 artists and 100 events in venues around the city creating a truly unique urban experience.

FutureEverything 2010 reached 50,000 people during the festival across 40 venues, with 15% of delegates from outside the UK, and 660,000 unique visitors online. Participants came from every continent on the globe, and the festival had live venues in Vancouver, Sao Paulo, Sendai and Istanbul, resulting in very high international media impact, including 25 press articles in Brazil alone.

FE 2010 will take place from 11 - 14 May 2010

### **FutureEverything Festival & Conference**

The FutureEverything Festival is completely unique, bringing together world premieres of astonishing artworks, an explosive city-wide music programme, visionary thinkers from around the world, and an award for outstanding innovations. In 2011, we will build on the success of the FutureEverything 2010 and present an ambitious and world class programme. 2011 will be its 15th year, the festival occupies the orbits of digital culture, art, music, innovation and design, and has 4 strands: Art, Music, Ideas and Showcase.

Each year the festival's Art strand commissions new artworks and presents exhibitions on themes including technology, society, environment and the city. The festival features art exhibitions, performances and interventions, including many world firsts - transforming the city into a space of experimentation, making it come alive.

In 2011, there will be 3-4 themes, including one lead theme. The provisional list of themes is:

- New Mobilities: Smart Transport
- Festivals as Living Labs

- Remote Collaboration: Globally Networked Events

The lead theme is New Mobilities, inviting designers, artists, engineers and thinkers to devise and prototype new approaches to the movement of ideas, people and things, and looking beyond the transport of everything. Artists and designers will be commissioned to present future visions, in the shape of participatory trials and interventions which can be tested with the public during the festival, alongside living lab projects research projects on transport themes.

In the development of the programme, priorities are:

- 1) Major commissions - development of a small number of larger scale signature projects
- 2) Legacy - each key project should have a legacy, in terms of touring or other subsequent activity or development
- 3) Partnership working - we will convene a meeting with cultural partners to explore collaborative projects, and many plans are already in process
- 2) Longer term development - working with a 3-5 year time frame on key projects and relationships

GloNet was an outstanding success in 2010, and we are in discussion with British Council about building on this, creating a larger year round vehicle culminating in the festival. We also aim to integrate it further into the art programme through artistic projects using telepresence.

Likewise, other strengths from 2010 shall be built on, such as PlayEverything and the City Debate.

FutureEverything is part of a consortium awarded EU Culture 2007 funding and it is envisaged this will support a strand of the festival, focused on the music programme.

### **Focus: New Mobilities and Smart Transport Theme**

Human society in the twenty first century is faced by global challenges that demand collaborative approaches to analysis and problem solving. The Smart Transport Global Innovation Lab will build an active, multi-cultural community of researchers, innovators and entrepreneurs working together across sectors and disciplines in direct response to this need. It is a unique opportunity for interdisciplinary and participatory experimentation, analysis, innovation and debate about mobility futures, bringing together a wide range of participants with a stake in developing transport innovations that will meet the needs of the 21st century.

Travel. We all do it. Our dreams, aspirations, routines, and investments depend on fast, convenient, cheap, and attractive transportation. Travel is a keystone of common notions of the future: with digitally controlled 'intelligent' transport systems, driver-less cars, telepresence as well as flying cars, jet-packs, hover-



boards, and teleportation being part of popular visions. Yet, for most people, the current travel environment is a burdensome, taxing place. Public transport is composed of crowded trains and buses where people are herded and crushed, victims of an overloaded and unsympathetic system. Car travel is little better with congestion now common in both city and countryside. Travel for work and leisure is growing. The fastest growing category of international travel is visiting friends and relatives.

We will explore a range of different visions of our transport future, asking, for example: 'What are some of the really 'out-there' travel innovations for the future? How can social innovation around local friendship, consumption and teleworking, slow transport and telepresence transform the movement of people, ideas and things? How can networked collaboration, consumption and travel enable greater sustainability and connectivity? How can travel-time become smarter and more user-controlled? How can new technologies and practices modify and perhaps even replace travel? How can social media change behaviour and help people come together as communities when they are travelling? Where does monitoring for efficiency and safety overlap with travel surveillance? How might traffic modelling and traffic shaping change? How can we travel while standing still? How can we envisage a future beyond the centralised transport of people and goods around the globe? What new kinds of experience and interaction are possible when telepresence replaces air travel?' We invite thinkers, designers, artists, engineers and policy makers to look beyond the transport of everything, and to discuss and prototype new approaches to the movement of people, ideas and things.

## **ECAS**

ECAS is a European network of independent, non-profit organisations dedicated to advancing sound cultures, music and related arts. ICAS – European Cities of Advanced Sound – is its international branch. The network's aim is to create sustainable structures, to support the work of member organisations and to create a platform for knowledge sharing, critical reflection, co-productions, and cross-organisational events.

The core elements of the network include knowledge sharing, the exchange of new projects, and the further development of the network. In line with ECAS ideals of community and collaboration instead of competition between cultural entrepreneurs.

As a creative platform for reflection and learning on an individual and global level, calling on its members to constantly reinvent, question, inspire and challenge each other, the greater aim of ECAS is to support members in building-up sustainable infrastructures to foster, promote and sponsor experimental and critical sound and art cultures within their specific localities and contexts.

ECAS is about consciously linking these structures and places to build a positive form of globalisation that accords local contexts and emerging talent greater value within an international framework.

**Recently successful in a 1.6 million Euro bid to Culture 2007-2011 FE have been nominated to deliver the marketing element of the ECAS project over the next 5 year from 2011 onwards.**

### **Year Round FE Projects**

FE engages in year round one off projects with partners such as Manchester Innovation Fund, Vision & Media and other European and National Projects. The Marketing Manager will be expected to communicate and promote this work.