



MJF 2023 COMMUNICATIONS & BRANDING SPECIALIST: JOB BRIEF

TITLE:	MJF 2023 COMMUNICATIONS & BRANDING SPECIALIST
TERMS:	Self Employed; monthly working days TBA, subject to seasonal fluctuation according to mjf's output
FIXED FEE:	£16,000
DATES:	3rd October 2022 – 30th June 2023

mjf is delighted to invite tenders for this exciting freelance role, which is central to the success of the next annual Manchester Jazz Festival, which will take place May 19 – 28 2023.

The C&BS will be a creative marketer, with demonstrable experience in designing thoughtful communications strategies and secure knowledge of channel and content planning. They will have a strong track record liaising with arts press, plus experience setting up ticketing systems and ensuring sales targets are met. The C&BS role is a chance for someone to be part of the mjf team, to revitalise and refresh the mjf image with dynamic festival-specific branding, and to deliver and enhance our audience development plans.

Taking ownership of how audiences perceive the festival, where they find out about it and then ensuring they take that crucial step towards buying a ticket and attending, the C&BS will be responsible for:

MARKETING STRATEGY & MANAGEMENT

- Developing a clear, strong and strategic marketing plan that accommodates mjf's longstanding and target audiences, from Greater Manchester through to an international reach
- Putting a clear and realistic communications timeline together, which incorporates input from the mjf team, funders/sponsors and venues, accommodating a partner venue network of varying styles and capacities
- Communicating the marketing strategy clearly to the mjf team, partners, board and artists
- Setting realistic deadlines both internally and externally; being the key point of contact for all communications and marketing-related elements regarding mjf's 2023 festival
- Working within a set budget, reporting quarterly to the General Manager

BRANDING

- Commissioning a designer and developing a festival specific brand, which communicates mjf's core values of quality and diversity and represents the festival ethos
- Working closely with the Events & Partnerships Producer to plan and order all festival site dressing, way-finding and branding at our partner venues
- Managing third party advertisements, including digital screens, billboards, mail-outs, paid press features

PRESS

- Drawing out key announcements and press/sales angles within the programme, including venue and programme partnerships, engagement strands, artists/makers, talent development and commissioned work
- Generating strategic and appropriate press lists, press releases and post-festival press reports, including reviews and an analysis of reach
- Writing and sending press releases, being the point of contact for press enquiries; ensuring reviewers, bloggers and radio interviews are booked in for maximum coverage

TICKETING & SALES

- Planning and managing the festival ticketing systems, whether through an external provider or inhouse as determined by you
- Managing the set-up of all gig listings on mjf's website, in collaboration with the Digital Creative Content Maker & Distributor
- Launching the festival programme 'on sale', ensuring all corresponding communications are clear and easy to follow for ticket buyers and staff
- Promoting all festival gigs and events strategically across all our platforms and media - raising awareness, distributing content and driving ticket sales
- Advising the Events & Partnerships Producer on ticket pricing, discounts and group bookings
- Setting and meeting sales targets, providing regular sales updates to the team and board of trustees

DATA & REPORTING

- Collating, monitoring and reporting festival audience data, including meeting requirements of the ACE Annual Data Survey and Audience Finder surveys via The Audience Agency
- Instating Data Sharing Agreements with venue partners where necessary, retrieving third-party sign-ups to mjf via our partners' channels
- Creating an annual marketing report within 4 weeks of the close of each festival

OTHER

- Planning and drafting the videographer's brief, including setting deadlines and ensuring asset delivery is fair and complete
- Reviewing the potential demand vs cost for producing printed marketing (flyers/brochures)
- Managing the mjf merchandise production process (e.g. T-shirts)
- Maintaining the mjf media database in compliance with GDPR
- Overseeing a portfolio of general images for use across all media, with associated consents
- Undertaking market research to increase customer insight into new and existing audiences
- Using audience insights to develop targeted communications campaigns
- Ensuring that all copy is of an exceptional standard prior to public release

WORKING CLOSELY WITH:

- Digital Creative Content Maker & Distributor
- Audience Invitations Specialist
- Members of the mjf team (Artistic Director, General Manager, Events & Partnerships Producer and Festival & Programmes Assistant)

REPORTING TO:

- General Manager

TO APPLY

Please submit your CV and a covering letter explaining your relevant skills and experience for this post, and an outline of how you would approach the tasks in the role. Please email your application to Steve Mead at steve@manchesterjazz.com , using your name and the job title as the subject header.

DEADLINE FOR APPLICATIONS: 12 noon, 31st August 2022

INTERVIEWS: via Zoom, in the week commencing 12th September 2022

APPOINTMENT CONFIRMED: 16th September.

EQUALITY, DIVERSITY & INCLUSION

mjf's festival stages, artist development programmes, board and volunteer workforce are positive, inclusive environments and celebrate the diversity of our population. However, disabled people and people of colour are underrepresented in our team, so we particularly encourage applications from people from those backgrounds.