



MJF 2023 DIGITAL CREATIVE CONTENT MAKER & DISTRIBUTOR: Job Brief

TITLE:	MJF 2023 DIGITAL CREATIVE CONTENT MAKER & DISTRIBUTOR
TERMS:	Self Employed; monthly working days TBA, subject to seasonal fluctuation according to mjf's output
FIXED FEE:	£12,000
DATES:	3 rd October 2022 – 1 st September 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), and which will generate year-round strategic outputs for mjf's talent development and audience engagement strands.

The DCCM&D will be a creative individual, with experience in creating high quality digital content and assets, including short films, photography and any other fun digital content, created inhouse. They will have experience creating fair and complete digital content, with skills in Canva, Adobe, editing software, Illustrator and/or the equivalent.

They will be able to demonstrate knowledge and understanding of social media platforms and how to shape an online brand presence for the creative industries. The DCCM&D will have experience maintaining and updating a website through Wordpress, ensuring that brand guidelines are clearly and consistently adhered to.

We are looking for an individual to revitalise and refresh all mjf digital outputs to deliver and enhance our audience development plans. The DCCM&D will be an individual who is confident in both creating and distributing online digital content strategically and in response to the data we hold about online engagement.

During the festival period, they will work closely with the Communications and Branding Specialist to co-create an online strategy to boost sales and share key press angles to our audiences.

The DCCM&D will be responsible for:

DIGITAL MARKETING STRATEGY & MANAGEMENT

- Developing a clear, strong and strategic digital marketing plan that accommodates mjf's longstanding and target audiences, from Greater Manchester through to an international reach
- Working with the Festival and Programmes Assistant, gathering digital assets from artists and creatives, ensuring all data storage meets GDPR requirements; maintaining databases of artists' social media outputs in order to connect online

MAKING CREATIVE CONTENT

- Creating high-quality digital assets using existing content and home-captured content
- During the festival period and talent development projects, generating short and engaging digital content including videos, photography, graphics and digital scrapbooks
- Interviewing and presenting key stories to reflect the diversity and quality of mjf's creative provision
- Editing showreels from artists' homemade films

WEBSITE

- Ensuring the website is up to date, accurate and clear
- Linking through all social media outputs to the website where possible; update news items and maintain a consistent 'voice' for mjf
- Working with the Talent Development Associate to set up online artist call-out pages, online forms and assets to attract a diverse range of applicants
- Laying out information on the website in a manner that is easy to navigate and simple to access
- Where possible, reviewing the current website and take ownership of the website management and content structure, within the current template
- Advising on, and work with, any external providers regarding website maintenance and technical back-end web development
- During the festival, ensuring that ticketing information and listings are clearly communicated to audiences

SOCIAL MEDIA

- Developing strategic and exciting content plans for all social media platforms, including Facebook, Instagram, Twitter (and Hootsuite)
- Uploading exciting and relevant content to mjf's YouTube channel
- Ensuring all digital banners and bios are consistent and relevant to mjf's current activities
- Developing exciting campaigns and copy for mailing lists via Mailchimp

- Selecting both readymade and newly created assets to share in a strategic manner, to keep our audiences engaged and excited, both within the festival period and throughout talent development programme recruitment and delivery
- Working within a budget to manage paid promotions for Talent Development and the festival, in order to increase ticket sales and numbers of applications to call-outs
- Connecting with mjf's artists, supporters and partners online through social media, being mindful of key relationships and accommodating mjf's funders and partners' requirements

DATA & REPORTING

- Using audience insights to develop targeted campaigns
- Collating, monitoring and reporting festival audience data, including meeting requirements of the ACE Annual Data Survey and Audience Finder surveys via The Audience Agency
- Contributing to an annual marketing report within 4 weeks of the close of each festival

OTHER

- In collaboration with the Communications and Branding Specialist, planning and drafting the videographer's brief, including setting deadlines and ensuring asset delivery is fair and complete

WORKING CLOSELY WITH:

- Communications and Branding Specialist
- Audience Invitations Specialist
- Members of the mjf team (Artistic Director, General Manager, Events & Partnerships Producer and Festival & Programmes Assistant, Talent Development Associate)

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.