



CREATIVE YOUTH
 Organisers of the International Youth Arts Festival
 Arts Office, Learning & Children's Services, Guildhall 2
 Kingston upon Thames KT1 1EU
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Job Description

POST DETAILS			
Organisation	Creative Youth	Location	Kingston-Upon-Thames
Job title	Marketing & Events Manager		
Reports to (job title)	CEO Creative Youth		
DBS Requirement <i>Tick ✓ as appropriate</i>	Standard: Yes ✓	Enhanced: Yes	No ✓

JOB PURPOSE
To support the Chief Executive Officer in devising marketing plans for proposal to the Creative Youth team and Board; planning designated events and implementing agreed marketing plans in particular for The International Youth Arts Festival Kingston and other events to achieve financial targets and audience development objectives to support Creative Youth's mission.
JOB PURPOSE
<p>Reporting structure:</p> <p>Reports to:</p> <ul style="list-style-type: none"> - Chief Executive, Creative Youth <p>Works with:</p> <ul style="list-style-type: none"> - Office & Finance Manager, Creative Youth - Production Manager, IYAF - Production Team, IYAF - Skills and Development Manager, Creative Youth - Festival Director IYAF - Project Managers Creative Youth & IYAF - Volunteer Coordinator <p>Manages:</p> <ul style="list-style-type: none"> - Interns - Work Experience

PRINCIPAL ACCOUNTABILITIES

PLANNING, ORGANISATION AND MANAGEMENT

- To increase the profile of the Creative Youth and in particular IYAF, locally, nationally & Internationally
- To implement designated events and projects to time, cost and quality.
- Under the direction of the CEO, to develop and manage the marketing campaigns for Creative Youth and The International Youth Arts Festival (IYAF) to meet sales targets and audience development objectives.
- To contribute to the production and design approach of International Youth Arts Festival brochure.
- To support the CEO in developing promotional materials to promote the Charities activities.
- As directed by the CEO to develop and implement the strategy for the Creative Youth's social networking channels.
- To monitor the allocated budget used for marketing events on behalf of Creative Youth, to ensure compliance with financial processes so that spending stays within the allocated budget.
- To collect and collate information from a variety of sources to resolve customer enquiries and provide information to the department as required.
- To process documents for the department within its policy framework so that evidence based decisions can be made.
- To organise and support meetings and events as required to ensure the smooth and effective delivery of the service.
- To implement administrative processes to support the effective running of the department.
- As required, to maintain and update systems/websites used to ensure that information and performance data is accurate up to date and available when required.
- To respond to enquiries/complaints in a timely manner, escalating where appropriate, to ensure high levels of customer service for both internal and external customers.
- To communicate effectively with a diverse range of people using the most appropriate method to meet customer needs.
- To obtain customer feedback and review processes to contribute to the development and improvement of service delivery.
- To present, analyse and draw conclusions from information to identify trends and problems and disseminate findings to ensure awareness of key issues.
- Use creative flair to bring new ideas, vision and artistic input into marketing schemes and strategies.
- To work with and mentor project trainee marketeers.

I also think we should look for someone with a bit of web design knowledge or at least contacts

FINANCE AND BUDGET MANAGEMENT

- To assist with fund raising, grant applications and quotes for commissions
- To manage the marketing budget of Creative Youth and IYAF and other relevant programmes associated with marketing and event management
- To work with the Chief Executive to draft and agree a project plan
- To identify and manage suppliers for Marketing and Event Activity
- To manage existing and develop new relationships with institutions, businesses, supporters and other potential advertisers and service providers
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EVALUATION

- To evaluate the delivery of the Marketing Plan, in terms of audience figures reach and revenue.

RELATIONSHIP BUILDING

- To engage with isiting companies and customers and their marketing representatives, by phone and email on a daily basis, and in person on an occasional basis, in order to agree marketing campaign activity.
- To work with external printers, by phone and email on a monthly basis, to organise the printing of marketing materials.
- To work with mailing houses, by phone and email on a weekly basis, to organise direct mailings to customers on the Marlowe Theatre database.
- To work with Media buyers, on a monthly basis, to organise the booking of outdoor advertising, television airtime and other marketing campaign activity.
- To work with Design agencies, by phone and email on a monthly basis ,and in person on an occasional basis, to brief in and manage the design of marketing materials.
- To engage Creative Youth and IYAF customers via social media on a daily basis, responding to customer comments and interactions.
- To proactively build a network of contacts within the arts and youth arts sector
- To engage with local schools and community groups
- To engage with stakeholders to foster their engagement, understanding and involvement

SKILLS AND EXPERIENCE:

Essential

- A basic level of knowledge of the Arts, in a national and regional context.
- A good level of experience of working in marketing.
- Experience in managing multiple projects
- Strong communications skills & organisational skills
- A good level of IT skills.
- A good level of creative copywriting skills.
- A good level of written and verbal communication skills.
- A good level of analytical skills.
- Good financial and budgeting skills
- Patience and understanding to mentor young people.

Desired

- A Good knowledge of arts marketing theory and practice.
- A network of arts and creative individuals and organisations
- Knowledge of the cultural sector
- Experience of working with young people and understanding their rights
- Experience of supervising freelance staff and volunteers.
- A basic level of experience of working in the theatre industry.
- A basic level of photoshop or graphic design software
- Web design knowledge or a network of contacts

WORKING ENVIRONMENT

Some evening and weekend work

Corporate Statements

- 1 To comply with legislation, Creative Youth policies and procedures including:
 - Safeguarding and promoting the welfare of children policy together with the DBS Code of Practice;
 - equal opportunities policy for employment and delivery of the service including implementation and monitoring;
 - the Health and Safety Policy;
 - the Data Protection Act, Freedom of Information Act, ICT and data security and usage policies
- 2 To comply with the values and behaviours of Creative Youth.
- 3 To promote the highest standards in public life.
- 4 To ensure our customers are valued by taking into account their views and needs in all that we do.
- 5 To contribute to the development and achievement of relevant corporate and service objectives by suggesting ideas for service improvements.
- 6 To communicate openly and honestly with colleagues, members and customers.
- 7 To undergo any training necessary to be able to fulfil the requirements of the job.
- 8 To carry out other duties commensurate with the grade and skills of the post holder as directed and as may be required from time to time.
- 10 The duties of the post are subject to regular review and the details contained are a guide to the required performance of the contract of employment.

CONTRACT

The engagement would be on a freelance basis for a fixed contract on an agreed daily rate of £100 to be reviewed in September 2016. The Marketing and Events Manager would begin at 3 days a week in March and April 2016, move to 4 days a week in May 2016 and June 2016 and 20 days in July 2016 (to include being present for the 10 days of IYAF 2016). The individual would then continue for 2 days a week in August 2016 and September 2016.

JOB DESCRIPTION SIGN-OFF

Completed by	<i>CEO Creative Youth</i>	<i>Date</i>
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Budget Reviewed/Agreed by	<i>Finance Manager</i>	<i>Date</i>
Job Holder Reviewed/Agreed by	<i>Marketing and Events Manager</i>	<i>Date</i>