



Marketing & Communications Manager

REPORTS TO: Programming & Partnerships Director: Daryn Carter, Festival Director: Eve Russell.

CONTEXT:

Bristol Pride is an annual LGBT+ (Lesbian, Gay, Bisexual and Trans) festival which primarily takes place across 2 weeks in July and celebrates the LGBT+ community through cultural and artistic events, culminating in a protest march through Bristol City Centre and a free outdoor community focused music and arts festival.

You'll be part of a small team delivering the largest pride event in the south west, working alongside and supporting the Directors, you'll play a vital role in supporting the festivals day-to-day running as well as using your creative flair to create engaging content to reach our audiences. You'll be creating and delivering a strong dynamic marketing plan as well as managing the festival's social media platforms and maintaining our website as well as leading on all customer communications.

DUTIES & RESPONSIBILITIES

Pre-Festival

- Create a marketing plan and follow through to activation, and scheduling.
- Creating engaging and relevant content ideas, and delivery to high standard.
- Copywriting across different platforms, maintaining a consistent tone of voice.
- Managing and facilitating social media channels and communities by creating and responding to social media posts and developing discussions.
- Data analysis for Google Analytics, and social media analytics as well as monthly and end of campaign reporting
- Utilise marketing processes to ensure increased exposure of the festival to the wider community
- Maintenance of the festival website via WordPress including content generation
- Increasing our online social media and newsletter following
- Creating specific campaigns to promote festival events to increase participation and increasing festival wristband sales, ticket sales, and entry donations through communication and engagement not hard sell.
- Creation of press releases and liaising with press to create promotional opportunities across media channels.
- Creation and circulation of the monthly online newsletter, increasing the reach and audience
- Working with the Programming and Partnerships Director on the creation of sponsorship marketing pack
- Managing the design and copywriting for the festival guide
- Working with partner organisation to promote events and activities including venues and national media
- Editing branding elements for social media use on Photoshop or InDesign or Canva.

During the event

- Live content creation during the festival and on Pride Day.
- Managing press and media coverage.
- Supporting with Shout out and BBC Radio live coverage.
- Managing social media volunteers.

Post event

- Post event wrap up
 - Reviewing how the year went and making recommendations for the year ahead
 - Coordinating debriefs with necessary partners
 - Creation of transparency campaign and post festival report
 - Collating and sharing event photography
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What we look for in you:

- Excellent written and verbal communication skills
 - Strong understanding of all social media platforms, Facebook, Twitter, Instagram & TikTok.
 - The ability to develop and nurture strong and effective relationships with journalists and media outlets
 - Ability to work to tight deadlines
 - The ability to follow guidelines and brand identity
 - Creative approach to identifying and managing content
 - Flexible, with the ability to prioritise work, time manage and adapt to changing situations
 - Experience of using photoshop or in design or similar for editing branding elements and resizing images for use on the website and social media
 - An in depth understanding of the LGBT+ community in Bristol, its diversity and the challenges and opportunities that exist within it.
 - Ability to work well under pressure as the period around and in the lead up to the festival may require additional hours and can be stressful at times and fast paced.
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Terms

- One Year PAYE Fixed term, September 2022 – September 2023 with a view to making the position permanent moving forwards.
- £27 - £30k pro rata, 3 days per week (some evening and weekend work is required)
- We have a flexible working policy, which includes remote working, office space is available in the centre of Bristol.