

## **Marketing Coordinator**

### **Overview**

Standon Calling is a 17,000 capacity boutique music and arts festival in Hertfordshire with an office in North London. The festival began as a birthday party for the director fifteen years ago and has grown to welcome some of the biggest acts in music; from Grace Jones to George Ezra, Orbital to Wolf Alice. With an emphasis on new music talent, family entertainment, street food and comedy, as well as an ethos based on inclusivity, creativity and fun, the festival enjoys a dedicated audience who come back year after year, along with a growing community discovering the festival for the first time.

### **The Role**

Standon Calling is looking for a Marketing Coordinator to join our London office (working from home initially) as part of a small team in the lead up to and at the 2021 festival, taking place 22-25 July, as well as covering post-festival wrap up.

You'll report to the Marketing Manager to ensure the delivery of an impactful sales and brand campaign in the lead up to the 2021 event.

### **Responsibilities**

- Support the festival's Marketing Manager in delivering 2021's campaign strategy, budget and timeline with a creative and efficient approach.
- Carry out day-to-day marketing activity including social media management, direct mail campaigns (Mailchimp), website and app maintenance and content creation.
- Control audience data management with a solid understanding of latest data protection law
- Liaise with artist management, partners and other third-parties to generate content for marketing activity and ensure cross-promotion of the festival
- Work collaboratively with external marketing agencies and bookers, such a paid digital and outdoor media
- Manage day-to-day marketing relationship with ticket agents
- Work closely with the festival's PR agency to maximise effectiveness of activity
- Take a key on-site role supporting the Marketing Manager
- Ad hoc tasks as required by the wider festival management team

## **Knowledge & Skills**

Would most suit someone with...

- 1 year + relevant experience in a similar marketing role within festivals, arts or event sector
- Proven understanding of essential marketing tools and processes
- Excellent IT skills including MS Excel and CMS
- Strong organisational skills, with keen attention to detail
- Excellent communication skills, both written and verbal
- A flexible and conscientious attitude
- Ability to work under pressure in a busy environment
- An interest in music, festivals and the arts
- Any additional marketing skills. For example, graphic design experience would be desirable

## **Key Info**

Part Time Freelancer Role

Pay dependent on experience

Start: ASAP

End: August 2021 (tbc)

With on-site requirement throughout period: 16th-26th July 2021 (accommodation provided)

Own laptop required for at home and office working