



**Job Title: Digital and Communications Co-ordinator**

Salary: £18,000 - £22,000 dependant on experience

Reports to: Marketing Manager

Purpose: To support the effective delivery of communications across the organisation.

**Key Responsibilities:**

Online marketing

- Produce and share creative content through our digital networks
- Analyse website and e-marketing stats to prepare reports and adjust strategy accordingly
- Keep abreast of new media opportunities and developments
- Work closely with the Event Managers and other staff to generate ideas and strategy for communications across the organisation
- Support and manage content of the website(s)
- Upload content produced by the HIF PR to relevant internal and external websites, social media platforms

Promotion

- Co-ordinate and develop web and digital platforms working to create a single voice for HIF across multiple touch points
- Create and evaluate direct marketing initiatives, maximising use of Spektrix
- Create and manage internet marketing strategy, including maximise web presence, internet ticket sales and use of social network sites
- Promote the work of the Festivals via digital outlets, including online events, listings, including with web updates and e-newsletters
- To provide inspiring copy for print/web features as necessary and provide administrative and proof-reading support for the preparation of festival brochures, web pages and tickets
- Manage distribution strategy coordinating the distribution of all Festival print, creating direct relationships with businesses including libraries and TICs, including in person distribution across the region and a thorough approach to managing print levels and coverage in line with the marketing strategy

Partnerships

- Develop relationships with local organisations to arrange joint sales initiatives or promotions
- Work with schools and educational establishments to build sales
- Increase attendance from local businesses and deliver sponsorship benefits to business partners

Sales Process

- Monitor sales against targets and react proactively with new campaigns

- Take the lead on managing advertising space to set targets across print, online, posters and roundels

#### Press

- To support the organisation to cultivate national media contacts, journalists, media partners and relevant publications to increase awareness of HIF's wider messages and ensure the organisation is positioned as a festival of national importance
- Develop and manage relationships with local, regional and national press as appropriate, maintaining an up to date list of PR and Press stakeholders
- Ensure listings are submitted on all relevant media
- Monitor and record media coverage daily and produce information and performance reports to assist in the continual improvement of marketing and PR
- Undertake audience and other research as appropriate

#### General Administration

- To act as one of the first points of contact for telephone enquiries ensuring the smooth-running of the office at all times
- To support the full Festivals' event management team at various activities in the Festival's calendar.
- To act as a representative for Harrogate International Festivals onsite at Festival events and receptions
- To share responsibility for the well-being of the organisation
- To support and assist in co-ordination of all HIF events across the year-round portfolio
- To provide administrative support where required for meetings, funding applications etc.
- Any other duties as required by the Chief Executive

This Job Description is not intended to be exhaustive. Due to the size of the team and nature of the work at the Festivals, the post-holder will be expected to adopt a flexible attitude to the duties which may have to be varied subject to the needs of the Charity.

#### Person Specification

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
Qualifications / Training / Competences	A good level of education and the ability to prove competence in the relevant areas of work	Educated to degree level or equivalent in an appropriate subject  Digital marketing qualification
Relevant Experience	Minimum of 2 years experience (or equivalent) in a marketing environment  Experience of working in a high pressured and fast paced environment  A high level of administrative skill  Active user of social media tools for business use  Experience of developing relationships with press and promotional partners	Experience of sales and marketing  Experience of organising events  Experience of Box Office systems e.g. Spektrix
Knowledge	Understanding and experience of using digital analytical systems	Knowledge of data collection / database management

	Interest in the arts and cultural events	
Skills	<p>Ability to think strategically to create audience development plans</p> <p>Ability to write impactful, creative copy within context, with excellent written and verbal skills</p> <p>Proactive with ideas to sell shows through all marketing channels</p> <p>Strong organisational and administrative skills, with a keen eye for detail</p> <p>Evidence of strong interpersonal skills and the ability to work independently</p> <p>Effective problem-solving skills and ability to adapt</p> <p>Good time management and ability to work under pressure and to manage competing agendas</p> <p>Excellent computer skills including Microsoft Word, Excel and Outlook</p>	Creative design skills and experience of using Publisher or similar
Special	<p>A collaborative and approachable style</p> <p>Able to undertake out-of-hours and week-end working</p> <p>Current full driving license and access to an appropriately insured vehicle</p> <p>Commitment to the aims of the Harrogate International Festivals</p> <p>Commitment to equal opportunities</p>	

### Conditions of Service:

The salary banding for the post is £18,000 - £22,000 according to experience.

The appointment will be subject to a twelve week probationary period. After a formal assessment and assuming performance has been satisfactory, the appointment will be confirmed. Notice will be one week in writing on either side during the probationary period rising to eight weeks once the appointment is confirmed.

Office hours are 9.30am – 5.30pm. On occasions, in particular within the summer months, it is necessary to work flexibly including evening and weekends in order to fulfil the role and meet deadlines / requirements for which HIF does not make overtime payments, although lieu time is given in line with HIF Company Policy.

The place of employment is Harrogate International Festivals Office, 32 Cheltenham Parade, Harrogate, HG1 1DB and as required by HIF at other places where the organisation carries out its business.

Annual leave for this post is 22 days in addition to Bank Holidays.

Occasional travel may be necessary. Travel expenses will be reimbursed on the basis of the cheapest available public transport fare or at the appropriate rate for mileage established by HIF.