



Marketing Officer (and potential administration support) Job Description

sound is looking for either an experienced marketer, preferably with experience in the arts world, or a keen self-starter with initiative who is prepared to learn quickly.

Background: The **sound** festival has a very small core organisation: the Festival Co-ordinator, a part-time outreach and education officer and this post are the main paid roles, supported by members of the Board of **sound**. There is specialised PR support during the festival and a large network of individuals and groups who deliver the festival itself.

Main elements of the role:

Marketing

Review, develop and implement the marketing strategy in co-ordination with the Festival Co-ordinator:

1. Organise the coordination of flier / brochure design and print;
2. Organise distribution of fliers / brochures / posters, and putting together and keeping distribution lists up-to-date;
3. Responsible for media listings and web presence (coordinating with press officer);
4. Responsible for Facebook and MySpace (coordinating with web designer);
5. Coordinate advertising space;
6. Manage mailing list;
7. Do regular email updates to the mailing list;
8. Assist press officer with local press and photo opportunities
9. Any other ideas / tasks that may surface...

Friends

Run and develop the Friends organisation in coordination with the Festival Co-ordinator:

1. Keep in contact with Friends, making sure they are invited to relevant events etc;
2. Increase number of Friends;
3. Improve the experience of being a Friend;
4. Keep up-to-date with payment reminders etc

Administration support (dependant on candidate*):

*** Note:** these elements of the role will be combined with the Marketing/Friends role if a suitable candidate emerges. If not, they will be resourced separately.

1. Be the central point for emails arriving – dealing with those that
2. That can be dealt with directly, and forwarding to the relevant people as necessary.
3. Organise the requests to take part in festival – replying to and forwarding bands emails to IMP, and replying to, informing programming team and filing other requests.
4. Book-keeping;
5. Manage festival database of events;
6. Support festival coordinator with the preparation and sending of funding applications and reports;

7. Research and list possible businesses that may support **sound**.
8. Support festival coordinator with the organisation of events.
9. Coordinate volunteer presence at **sound** events.
10. Front events as and when necessary

Skills and Person Specifications

The following skills/experience/ personality would be useful:

- Marketing experience
- Excellent multitasking and organisational skills
- Project Management skills
- Ability to produce clear, concise copy for brochure and web content
- ICT skills including ability to use Microsoft packages (word, excel, outlook).
- Attention to detail
- Interest and knowledge of music and in particular new music
- Excellent interpersonal and communication skills
- Professional and confident
- An ability to remain calm and friendly when under pressure
- Willingness to work weekends and evenings as required during the period of the festival
- Current driving licence and car owner extremely useful for this post

Hours will be dependant on skills and experience. The marketing/friends role is expected to be in the range 8 – 12 hours per week. The administration role is expected to be an extra 4 - 6 hours a week. In both cases there will be flexibility over the year.

Location: A desk will be available in Woodend Barn, Banchory, although much of the work can be done remotely.

Pay: £8 - £13/hour (freelance) dependent upon skills and experience.

Contract: Freelance preferred but might be fixed term, two year contract renewable by agreement

How to apply: Please e-mail your c.v. and covering letter to:
Fiona Robertson at fiona@sound-scotland.co.uk and Mark Hope at mark@woodendbarn.co.uk
Please include the names of two referees and let us know if we are free to contact them without checking again with you.

Closing Date: Wednesday 13th July at 5pm

Interviews: Preferably the week beginning 18 July or by arrangement