



### **AND FESTIVAL COMMUNICATIONS MANAGER**

Thank you for your interest in the role of **Festival Communications Manager** at Abandon Normal Devices (AND); this is an exciting role that will be key to the development and delivery of AND Festival 2020, it's key commissions and subsequent national touring programme in 2020.

To apply for the role, submit your CV (no more than 2 pages and including at least two referees) alongside a supporting statement (500 words max) highlighting how your experience meets the skills and experience criteria outlined and where possible include links to online examples of your previous work relevant to this role.

Please send you applications to [jobs@andfestival.org.uk](mailto:jobs@andfestival.org.uk) with **FESTIVAL COMMUNICATIONS MANAGER** as the subject field.

The closing date for applications **midday 19 November 2019**.

Interviews are expected to take place **w/c 25 November 2019**.

Thanks once again for your interest in AND and we look forward to receiving your application.

Yours sincerely  
The AND Team



## JOB DESCRIPTION

<b>Job Title:</b>	Festival Communications Manager
<b>Reports to:</b>	Head of Communications
<b>Working with:</b>	AND Director, Producers, Festival Partners & Venues
<b>Hours:</b>	<b>Part-time</b> , 4 days per week
<b>Contract duration:</b>	Immediate start from <b>1 December 2020 – 30 June 2020</b>
<b>Salary/Fee:</b>	Freelance contract £18,000. Total 120 days
<b>Location:</b>	AND Office, Manchester & with travel to festival sites across Merseyside & Cheshire

## Background

**Abandon Normal Devices (AND)** is a commissioning agency and a catalyst for new approaches to art-making and digital invention. We create ground breaking projects which challenge the definitions of art and moving image with a distinct emphasis on creative enquiry and provocations.

**AND Festival** is the UK's first roaming festival of cinema, art and digital culture, which maps fresh geographical and digital domains every edition. Since its inception in 2009, AND Festival has shaken the creative sector through radical, risk-taking projects that challenge conventional modes of participation, and stimulate new art forms and creative enquiry.

**On 14 to 17 May 2020**, this site specific festival of digital culture, art and film returns for its 9th edition to the industrial waterways of Manchester Ship Canal and River Mersey, appearing at sites in Cheshire and Merseyside. Abandon Normal Devices explores the waterways with a 4-day festival of unusual and unexpected experiences - immersive installations, augmented reality seascapes, virtual environments, floating experiments, immersive field trips - taking place on boats, docks and ports.

## Purpose of the post

The Festival Marketing and Communications Manager will join our fast-paced festival team, working closely with AND's Head of Communications to deliver, implement and monitor the communications campaign for AND Festival 2020, ensuring the festival is visible to audiences and stakeholders across the UK and rest of world.

The post-holder will develop and implement the AND Festival campaign in the support of audience development goals ensuring the organisation's online communications and all published material are of a high quality. It is a role fundamental to the development of AND's brand, reach and profile.

Your excellent oral and written communication skills will enable collaboration with the team, as well across the wider partner network. You'll be able to confidently source and develop third party promotional partnerships, liaise with PR companies and deliver an effective and comprehensive communications presence for AND.

Your creative flair and meticulous attention to detail will ensure our campaigns stand out amongst the crowd. As an expert multi-tasker with a keen eye for detail, you will be a pragmatic problem solver, able to prioritise tasks effectively, even when under pressure.

This is a fast-paced and hugely varied role, suitable for someone who ideally has a background and interest in the arts, partnership working and a firm grasp of digital communications.

### **Key Responsibilities:**

1. To lead on developing AND's marketing and communication strategies for AND Festival 2020 and related touring programmes, taking responsibility for ensuring key milestones and objectives are met, and a strong organisational brand profile is achieved.
2. To develop and implement the AND Festival communications campaign, including the production of relevant publicity materials, marketing collateral, online content, press releases, social media and e-newsletters in the support of audience development goals for AND Festival.
3. To recruit, brief and manage relevant communications suppliers to support on deliver of festival campaign activity including PR, Design Agency, Documentation crew.
4. To develop an effective social media strategy for AND Festival 2020.
5. To deliver and implement the onsite promotion and signage for AND Festival including the distribution of materials with festival partners.
6. To lead on all digital and online platform development and management, providing editorial oversight, ensuring AND website and social medial channels are up to date with AND Festival content.
7. To act as a brand guardian, ensuring the style and branding guides are adhered at all times and that the messaging, aesthetic and tone of voice is appropriate, applied consistently across the organization and of a high quality.
8. To manage and develop the relationship with festival partners, press and media contacts, audience development and marketing partners, and external agencies.
9. To work closely with festival and touring partners to ensure that they have a positive experience and that their business needs are met in relation to communication opportunities through the effective delivery of agreed activity.
10. To take on the role of FOH during the festival supporting Festival attendees on information and ticketing queries.
11. To manage AND's contact databases including all mailing lists, ensuring they are up to date, and appropriately used considering relevant data protection legislation.
12. To lead on planning and delivery of hospitality events such as receptions and private or press views.
13. To maximise on-site festival live streaming opportunities and ensure quality documentation of the festival programme, and the management of AND's image bank.
14. To support Head of Communications on delivery of audience, partner and artist evaluation and data collection requirements for AND Festival contributing to the development and delivery of the evaluation framework.
15. In collaboration with the Head of Communications, take responsibility for ensuring that any communications activity is on budget, on time and on target.
16. To provide professional updates on projects that can feed into regular organisational reporting mechanisms on marketing activity undertaken and outcomes achieved.
17. To undertake other duties relevant to the role as may be required.

### **PERSON SPECIFICATION**

**Essential**

- Proven experience of managing communications campaigns including budgets, schedules and people;
- Strong writing and editorial skills for online platforms with the ability to think creatively, exercising sound judgement;
- Ability to generate and assess ideas, and translate into deliverable content;
- The ability to meet deadlines and to plan content schedules in advance, both long and short-term;
- Able to handle several tasks/projects at once, thrive under pressure;
- Up to date knowledge of online communication tools, social media networks and a track record of delivering innovative social media activity;
- A meticulous eye for detail; skilled in ICT and Microsoft Office, and comfortable with creating and managing spreadsheets;
- Experience of successfully monitoring and evaluating communications activity;
- Highly literate, with excellent oral and written communication skills;
- Excellent communicator with excellent interpersonal, written and presentation skills;
- Meticulous attention to detail;
- Excellent IT skills across platforms and systems, ability to translate experience to new software and online project management tools;
- Experience of working in a communications role in the arts, design, or technology sectors;
- Flexible with working hours, and fully available in the lead up to and over the Festival period.

**Desirable**

- Experience of working across partnerships or multi organisation projects;
- Demonstrable track record of making sound editorial decisions;
- Knowledge of wider digital communications trends;
- Experience of implementing ticketing structures through online suppliers;
- Knowledge and awareness of online advertising platforms;
- Understanding of web accessibility and best practice;
- Experience in working in a high-pressure events environment - such as a large festival or arts programme;
- At least 5 years experience in working in communications, with a proven passion for cultural experiences.