



CANOLFAN MILENIWM CYMRU
WALES MILLENNIUM CENTRE

Role Profile

FREELANCE DIGITAL MARKETER, FESTIVAL OF VOICE

Role Title:	FREELANCE DIGITAL MARKETER (BILINGUAL)
Hours of Work:	Average 15 days a month; May – Early November (busiest periods in May/June/Oct)
Salary:	£180 freelance day rate
Location:	Combination of home-working and office-based at Wales Millennium Centre, Cardiff
How to apply:	Send a CV and short covering letter (no more than 2 pages) to marketing@wmc.org.uk Please include links to examples of your work or previous projects where possible. Deadline 1pm Monday 28 March 2022 Interviews planned for Monday 4 April 2022

Wales Millennium Centre is a home for the arts in Wales, and a cauldron of creativity for the nation.

We fire imaginations by curating world-class, critically acclaimed touring productions, from musical theatre and comedy to dance, cabaret and an international festival. We kindle emerging talents with fresh, provocative and popular pieces of our own, rooted in Welsh culture. And we ignite a passion for the arts in young people with life-changing learning experiences and chances to shine in the spotlight.

We are Wales Millennium Centre. Fire for the imagination

About:

We are looking for an energetic and creative freelancer to join our team as a bilingual digital marketer, working on the campaign for our annual international arts festival, Festival of Voice.

Festival of Voice is produced by Wales Millennium Centre and brings artists and audiences together over four days of incredible live music, thought-provoking performance and inspirational talks.

Now in its fourth iteration, the festival is focusing on a digital-first marketing campaign – aiming to increase our digital reach, engage with online audiences and drive festival ticket sales.

Primary Purpose:

Working closely with the Marketing Manager and other stakeholders, the successful person will drive our social media campaign for Festival of Voice, delivering a strong tone of voice and engaging content schedule across the festival's social media channels, while also feeding into the overarching Wales Millennium Centre channels. They will also assist in delivering elements of the overall Festival of Voice digital marketing campaign including email marketing, digital advertising, digital content creation, relationship building and audience development with a focus on live music.

The ideal person will have over two years' experience in delivering creative and successful marketing campaigns across all social media platforms. They will also have a good working knowledge of multi-channel marketing campaigns for creative organisations or festivals, including digital and traditional marketing activity.

They will be a master at creating engaging content, optimising posts for community growth and ticket sales, and tracking and evaluating the impact of Festival of Voice's social media output.

As a bilingual organisation we communicate in Welsh and English; as such this role requires a fluent Welsh and English copywriter who can be dynamic, reactive and help to build communities online.

Specialist
Accountabilities:

Your main area of responsibility will be to oversee the output of Festival of Voice's bilingual social media channels on Facebook, Twitter and Instagram.

In addition, you will assist with a range of digital marketing activities including social media marketing, email marketing and digital content.

1. Manage, create and write innovative and creative social media content that communicates Festival of Voice's vision, voice and programme, while increasing brand awareness, reach, reputation and engagement.
2. Contribute to digital content creation, ensuring that content is optimised for social media by keeping up to date with best practice and evolving trends and developments
3. Work towards and monitor the KPIs for Festival of Voice's social media platforms, including earned engagement, community size, ticket sales, registrations to newsletter, and engagement with the sector.
4. Work closely with the marketing and programming teams to ensure our channels reflect the key messaging and tone of the festival at different points in the campaign.
5. Liaise with the design and production team, creating coherent design briefs for social media content as well as being able to create and edit some elements based on existing design files and assets
6. Assist with campaign reporting, including weekly, monthly and end of campaign research and analysis
7. Grow our Welsh-language community and create bespoke content in the medium of Welsh
8. Develop our audience with a focus on live music, making connections with other relevant festivals, promoters and key individuals across Wales and the south west of England, setting up reciprocal digital marketing opportunities where possible.

Generic
Accountabilities:

1. Increase community size and engagement on social media channels
2. Help drive traffic and ticket sales to our digital platform
3. Increase referrals to the website via social media channels
4. Work closely with several stakeholders within the organisation to ensure correct information is communicated on social channels
5. Assess the success of campaigns, relating to delivery and content
6. Connect and network with cultural organisations, like-minded festivals, and key individual influencers to maximise Festival of Voice's digital growth and reach

Success Measures:

1. The creation of an impactful and engaging social media presence across all channels, growing community of followers in line with our KPIs
2. Growth in reputation for Festival of Voice as a leading international arts festival
3. Growth in new audiences Year on Year
4. Growth in social media followers and engagement through organic and paid-for content campaigns
5. Uplift in referrals from social media platforms to wmc.org.uk/voice
6. Uplift in revenue from social media platforms through ticket sales
7. Social media content is creative, timely and reflects both Festival of Voice and Wales Millennium Centre's brand values

This role profile sets out the main duties of the post at the date when it was drawn up. Such duties may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot themselves justify a reconsideration of the grading of the post.



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What We Are Looking For...

FREELANCE DIGITAL MARKETER, FESTIVAL OF VOICE (BILINGUAL)

How to apply: Application is by CV and a short covering letter (no more than 2 pages). Please include links to examples of your work or previous projects where possible.

Submit your application to marketing@wmc.org.uk by **1pm Monday 28 March 2022**

Interviews planned for **Monday 4 April 2022**

A. Responsibility

Please refer to how you meet these essential requirements in your application.

No		Essential	Desirable
1.	Oversee the output of our bilingual social media platforms including Facebook, Instagram and Twitter	x	
2.	Running content schedules for several social media platforms	x	
3.	Excellent organisational skills with the ability to efficiently manage several campaigns at once	x	
4.	Strategically building audiences and promoting events with a focus on live music and festivals	x	

B. Knowledge

Please refer to how you meet these essential requirements in your application.

No		Essential	Desirable
1.	Good knowledge of local, national and international festival, music or cultural scene and media and marketing platforms associated with the sector	x	

2.	Good knowledge of relevant networks and how to effectively build relationships in Cardiff, Wales and beyond	x	
3.	Good knowledge of social media production and trends, scheduling and analytics tools	x	
4.	Extensive knowledge of digital marketing platforms: Facebook, Google, YouTube, Instagram, Email, third-party sites and other useful platforms	x	
5.	Digital production tools: Editing images in Photoshop, basic video editing and use of a CMS	x	
6.	Experience of assisting on multi-channel marketing campaigns	x	
7.	Impeccable attention to detail, especially when proofreading copy, design briefing and collating design feedback	x	

C. Values

Please refer to how you meet these essential requirements in your application.

No		Essential	Desirable
1.	High motivation and assertiveness	x	
2.	Willingness to work flexibly in response to the changing needs of the project	x	
3.	Ability to work under pressure	x	
4.	Ability to prioritise and manage time effectively	x	

D. Communication

Please refer to how you meet these essential requirements in your application.

No		Essential	Desirable
1.	Write bilingually for multiple audiences.	x	
2.	Positive and friendly approach with the confidence to deal with people at all levels.	x	
3.	Plan and deliver a content plan with input from stakeholders across the organization.	x	

E. Environment

Please refer to how you meet these essential requirements in your application.

No		Essential	Desirable
1.	Understanding of the Centre's key objective of delivering a Warm Welcome to all and a commitment to promoting the Welsh Language wherever possible.	x	
2.	Commitment to the provision of excellent customer service to both colleagues and customers at all times.	x	
3.	Be conscious of the impact your work has on the environment and look to minimize this.	x	

F. Welsh Language

Please refer to how you meet these essential requirements in your application.

No		Essential	Desirable
1.	The ability to speak Welsh	x	
2.	The ability to listen and understand conversations in Welsh	x	
3.	The ability to write in Welsh	x	
4.	The ability to read Welsh language material	x	