

April 2022

Horizon Marketing & Communications Manager Freelance Contract Job Brief

Thank you for your interest in the role of Freelance Marketing & Communications Manager for Horizon.

Summary

We are looking for an experienced freelance marketing lead with excellent organisational and communication skills to work with Horizon until 30 September 2022. The main focus of this contract will be the promotion of the Horizon showcase of live performance as part of the Edinburgh Festivals from 22-28 August 2022. You will also be working to promote Horizon's artist development programmes.

You will be engaged on a freelance basis for up to 6 months for a fee of up to £15,000, based on a 3 day week at £200/day. This is an average time commitment, we expect that some weeks will be busier than others and we are looking for someone who can work flexibly to cover this. You can work remotely, from anywhere in the UK.

We are looking for someone who can start work with us as soon as possible.

The deadline for applications is **10am on 9 May 2022**.

Please read on to find out more information and how to apply.

About Horizon

Horizon focuses on forging new relationships between artists making performance in England and international partners. It delivers a programme of artist support and development which includes artist residencies, artist bursaries and showcasing opportunities.

The Horizon showcase will be a key part of the Edinburgh Festivals in 2022 and 2023. For these iterations, the showcase will primarily involve live performances in Edinburgh, but digital wraparound activities will also be a significant strand of work. The 2021 'pilot' showcase included streamed live theatre, dance and live art performances, digital works and other events for audiences around the world, with international delegates supported to engage virtually with the performances.

Horizon marks the development of a new collaborative model. Responding to the need for different and more flexible ways of thinking, the Horizon consortium (comprising Battersea Arts Centre, Dance4, Fierce, GIFT, MAYK, and Transform) has placed care, innovation, environmental sustainability and accessibility at the heart of the showcase.

The consortium has four associate partners reflecting different specialisms and art form focuses: Chinese Arts Now, Tara Arts, The Cocoa Butter Club and Unlimited, and is currently recruiting for Artist Leads to work with Horizon on our artist development programmes. Bringing a diverse and varied range of perspectives and lived experience to Horizon's management and implementation, remains a key priority for the project.

Horizon has a delivery team of 4 salaried staff: Programme Director, Programme Producer, International Relations Manager and Administration and Marketing Assistant, and also works with freelance collaborators as required.

Horizon is commissioned by Arts Council England.

About the role

We are looking for an experienced freelance marketing lead with excellent organisational and communication skills to work with Horizon until 30 September 2022. The main focus of this contract will be the promotion of the Horizon showcase of live performance as part of the Edinburgh Festivals from 22-28 August 2022. You will also be working to promote Horizon's artist development programmes.

Working with the Horizon Programme Director and delivery team, you will lead on marketing and communications for the Horizon showcase at the 2022 Edinburgh Festival Fringe. The showcase programme comprises 10 artists/companies whose work has strong potential for international touring and also challenges expectations internationally of what live performance created in England might look like today - formally, thematically and representationally.

Brief and Role Description

Edinburgh Showcase

- Devise a robust and comprehensive marketing and communications campaign for the Horizon showcase at the 2022 Edinburgh festivals, across print, media, socials and digital, designed to reach and engage Horizon's key audience groups (audiences, showcase delegates, artists and stakeholders);
- Lead on implementing the marketing and communications campaign, working closely with the other members of the Horizon delivery team and the Horizon consortium's marketing and communications subgroup;
- Work with the 2022 showcase artists and companies to support and advise on their marketing plans, ensuring they align with the showcase's core communications principles;
- Work with a specialist press and PR company to secure press coverage for Horizon and coverage and reviews for the 2022 showcase artists and companies;
- Engage and work with a freelance graphic designer, website designer and freelance social media assistant, as required and within budget, to create and deliver marketing assets including the showcase website, print, video content and social posts;
- Create copy for social media, websites, email marketing and print as required;
- Ensure the Horizon website is up to date and consistent language is used;
- Arrange any media advertising in an efficient and cost-effective manner;
- Lead campaign planning meetings with the consortium and other key stakeholders;
- Work with venue partners and other stakeholders to ensure marketing activity is aligned;
- Monitor and evaluate the effectiveness of the campaign, sharing learning across the team;
- Compile and monitor sales reports and audience feedback, contributing to the evaluation process and analysing results;
- Reporting? to the Horizon Programme Director and BAC's Head of Finance, manage the showcase marketing budget.

Artist Development

- With support from Horizon's Admin and Marketing Assistant, plan and implement a marketing campaign for Horizon's artist opportunity and support initiatives.

Person Specification

Essential
<p>Experience</p> <ul style="list-style-type: none"> • Experience of developing and delivering effective project marketing and communications campaigns • Experience of developing marketing strategies to drive ticket sales and engage audiences • Experience of collaborating with multiple partners on complex projects • Experience of working with marketing and communications freelancers <p>Knowledge</p> <ul style="list-style-type: none"> • Knowledge and understanding of digital marketing, website development and social media channels • Knowledge of inclusive practice and / or working in an accessible way or setting <p>Skills & abilities</p> <ul style="list-style-type: none"> • Excellent copywriting skills • Confident user of social media • Ability to manage and update websites • Financial management and budgeting skills • Good organisational, administrative and IT skills • Ability to communicate effectively and adaptably • Excellent time management and prioritisation skills, with the ability to manage competing demands <p>Interests & values</p> <ul style="list-style-type: none"> • A commitment to the Horizon consortium's purpose & values • A passion for exciting, challenging and innovative performance • A dedication and belief in putting representation, inclusion and access at the heart of what you do • A positive, proactive, flexible and collaborative approach <p>Other</p> <ul style="list-style-type: none"> • A flexible approach to work - the role requires working some unsociable hours, and you will be expected to manage your own time.

Desirable
<ul style="list-style-type: none"> • Experience of working on or developing projects that have a national and / or international reach • Experience of working on festivals • Experience of the Edinburgh Festival Fringe • Knowledge of artists working in multiple art forms who are creating pioneering and devised work

Terms & Conditions

Freelance, to start ASAP, 5-6 month contract through to end September 2022.

£200/day, working an average of 3 days/week, up to a maximum fee of £15,000 for the contract.

This is an average time commitment, we expect that some weeks will be busier than others and we are looking for someone who can work flexibly to cover this.

The Freelance Horizon Marketing & Communications Manager will be contracted by Battersea Arts Centre (BAC). Occasional travel to Horizon consortium organisations across the UK will be required, as well as on site work in Edinburgh during the last week of the festivals. This will include some weekend and evening working, as well as overnight stays.

You can work remotely, from anywhere in the UK. Depending on where you live, you will be offered a desk space at one of the Horizon consortium organisations, should that be your preference. The Horizon consortium organisations are based in Birmingham, Bristol, Gateshead, Leeds, London and Nottingham. Please contact us if you would like access information about any of the workspaces.

The role will involve regular meetings, communicating via phone, video conferencing, email and in person, and using a computer for several hours across the day.

How to apply

Please follow the link on our [work with us](#) page. You will be required to provide the following:

- Your CV (or a link to your website/your LinkedIn page)
- A covering letter of no more than 2 sides of A4 telling us why you are interested in the role and how your experience, knowledge, skills and values align with the person specification.

Questions

If you have any questions about the role or would like an informal chat, please email Verity Leigh, Horizon's Programme Director, at director@horizonshowcase.uk.

If you have any questions about the application process, please email the Battersea Arts Centre Recruitment Team at recruitment@bac.org.uk.