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| A orange circle with blue text and waves  Description automatically generated | Job title: Marketing Coordinator (predominantly home-based) Contract: One year, totalling 156 hrs, variable by mutual agreement Salary: £15 per hour (£2,340 total) Role: Marketing, digital and print media Contract: FreelanceClosing date: 01/07/2024Location: Clevedon area |

**Overview**

Clevedon LitFest, a vibrant and growing local arts organisation, is seeking a Marketing Coordinator, to play a key role in devising and implementing marketing campaigns for our year-round programme. We encourage applications from residents of Clevedon and North Somerset.

Our current activities include a Summer Festival of 2-5 days in June, annual writing competitions, seasonal events for children, an autumn 1-day event (currently 'Celebration of the Book'), and a promenade theatre event involving local schools.

The post-holder will work under instruction from the Board of Trustees and in tandem with the Programme Coordinator. This is a freelance, part-time role, working mainly from home, with some meetings and activities elsewhere in Clevedon, occasionally during evenings and weekends.

**Applicant profile**

A highly motivated, well-organised, conscientious and friendly person, willing to work on their own initiative, as well as part of a small team, in a dynamic and fast-developing organisation.

Essential abilities/qualifications:

* Strong copywriting and proofreading skills
* Excellent organisational skills
* Experience in updating and managing websites
* Meticulous accuracy and attention to detail
* Strong IT skills and ability to learn new software
* Ability to juggle multiple tasks
* Minimum 2 years marketing experience, preferably in the arts
* Strong communication skills
* Applicant must have the right to work in the UK

Preferred abilities/qualifications:

* Knowledge and passion for the arts and literature in particular
* Experience using graphic design software

**Job responsibilities**

* Devising marketing campaigns for ~~an~~ annual programme of events
* Production coordination of seasonal brochures and other publications
* Copywriting: newsletters, social media content, press releases
* Creating, proofing and editing print and online content; ensuring branding guidelines are maintained
* Managing social media accounts and creating compelling content to maintain existing and attract new followers
* Creating website content, including image editing
* Managing the bespoke LitFest website, ensuring it is kept up-to-date
* Developing PR opportunities and relationships with local press/broadcast media
* Other activities as needed, commensurate with the role

**How to apply:**

Email your CV and a covering email, outlining how you would approach and manage this role, to Jayne Linington at communications@clevedonlitfest.org.uk