



Job Title: Marketing Coordinator - Queer Up, Duck! LGBTQ+ Arts Festival

Organisation: JOP Arts CIC

Location: Nottingham/Nottinghamshire (freelance, remote with on-site responsibilities)

Fee: £2,000 (freelance contract)

Contract Period: September - November 2024 (with festival dates running from 21st October - 2nd November)

Application Deadline: Friday 6 September 2024, 5pm

About the Role

JOP Arts CIC is seeking a dynamic and experienced Marketing Coordinator to support the delivery of Queer Up, Duck!, a vibrant new LGBTQ+ arts festival in Nottingham. This role offers an exciting opportunity to contribute to a groundbreaking event that celebrates LGBTQ+ culture and creativity.

As Marketing Coordinator, you will work closely with the Creative Producer to develop and execute the festival's marketing strategy. Your role will include liaising with venues, artists, and media outlets, as well as being an essential on-the-ground presence during the festival dates.

About Queer Up, Duck!

Queer Up, Duck! is a new mixed arts festival celebrating LGBTQ+ artists, audiences and communities. Taking place between 21 October – 2 November, the festival features exhibitions, performances, workshops, screenings and events across the city of Nottingham. Partners include Nottingham Playhouse, Broadway, FABRIC, City Arts, Gasleak Mountain and Nottingham Central Library amongst others. *Queer Up, Duck!* is supported by Arts Council England and The Spencer Trust.

Key Responsibilities

- **Marketing Strategy & Execution:** Assist in the development and implementation of a comprehensive marketing plan, including digital, print, and PR strategies.
- **Digital Campaigns:** Manage social media accounts, create engaging content, and oversee digital advertising to promote the festival.
- **Print Campaigns:** Coordinate the production and distribution of printed materials to engage local LGBTQ+ communities.
- **Press & Media Liaison:** Develop and maintain relationships with local and national press, coordinate press releases, and manage media inquiries.
- **Event Support:** Provide on-site support during the festival, ensuring smooth communication between venues, artists, and the marketing team.
- **Community Engagement:** Utilise an understanding of LGBTQ+ communities to tailor marketing efforts and ensure inclusivity and resonance with target audiences.

Necessary Experience & Skills

- **Arts Marketing Experience:** Proven experience in marketing within the arts and cultural sector, particularly in event or festival settings.

- **Digital Marketing Proficiency:** Strong skills in social media management, digital advertising, and online content creation.
- **Community Awareness:** An understanding of LGBTQ+ communities and the values of the festival, ensuring sensitive and effective communication.
- **On-the-Ground Experience:** Ability to work on-site during the festival, providing hands-on support and ensuring effective coordination.
- **LGBTQ+ Understanding:** While you do not need to identify as LGBTQ+, an understanding of the community and its values is essential.

Desirable Experience:

- Digital advertising campaign management including social media promotions, Google Ads and other digital advertising.
- Press Relations: Confident in engaging with the press, writing press releases, and managing media coverage.

Location:

The role is based in Nottingham/Nottinghamshire. Candidates must either reside in the area or have easy access to the city. Remote work will be possible, but the role will require significant on-the-ground presence during the festival dates.

Fee:

The role offers a flat fee of £2000. No expenses will be payable unless agreed in advance. We are open to how this fee breaks down in terms of deliverable days.

How To Apply

To apply, please submit your CV and a cover letter (max 2 pages) outlining your suitability for the role to hello@jop-arts.co.uk. Alternatively, you can submit your application via a video or a voice note (maximum 5 minutes) explaining why you are the ideal candidate.

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Questions?

If you have any questions or would like some clarity, please do not hesitate to contact JOP Arts' Creative Producer Jake Orr on hello@jop-arts.co.uk

JOP Arts CIC is committed to creating an inclusive and diverse environment. We encourage applications from individuals of all backgrounds, including those from underrepresented communities.