

## Marketing & Communications Manager

**FIRST  
LIGHT  
FESTIVAL**

Dear Applicant

Marketing & Communications Manager – Permanent

Thank you for your interest in this role at First Light Festival CIC.

We're seeking to appoint a talented and innovative Marketing & Communications Manager. You will be working collaboratively with the First Light Festival CEO and Project Managers to deliver events and engagement projects throughout the year, such as First Light Festival and East Point Pavilion.

The Marketing & Communications Manager will support the communications and audience development across all activities and initiatives, as well as being given opportunities to develop their knowledge and experience as they work with us.

First Light Festival CIC's work encompasses many different artforms, it is contemporary, multi-arts and for everybody. The festival is free to attend and attracts audiences from our locality, the region, and nationally. We're interested in the physical and cultural identities of Lowestoft and make art which is meaningful to the lives of our audiences.

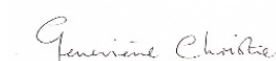
We strengthen our relationship with our community with East Point Pavilion which delivers a vibrant year-round programme of events and community arts projects.

We welcome applications from a wide mix of people. We're really interested in hearing from people who possess transferable skills but might not have worked in the professional arts sector before. We strongly recognise that our team has some way to go to better represent the diversity of modern Britain. We recognise that if you are from a background that is currently underrepresented within the cultural sector you may need support to discuss how your experience is transferable to this role and there may be changes we need to make as an organisation to ensure you can fully contribute. We welcome these discussions and encourage you to get in touch for an informal chat to explore.

All the information you need about the post and the application procedure is provided in the accompanying documents. If you have any questions about the post, feel free to email Jo Leverett, Projects Manager on [jo@firstlightlowestoft.com](mailto:jo@firstlightlowestoft.com)

The deadline for applications for the post is 5pm on Friday 29 September 2023. Interviews are planned for Tuesday 10 October 2023. If you are interested in working for us and believe this job suits you, I encourage you to apply.

Best wishes



Genevieve Christie, CEO First Light festival

## MARKETING & COMMUNICATIONS MANAGER

Reports to: CEO

Responsible for: Casual, freelance, and fixed-term staff as required

Salary: £32,000pa

### Introduction:

The Marketing & Communications Manager is a vital role for First Light Festival CIC. You will be developing and directing communications campaigns for all the organisation's activity – the annual First Light Festival and East Point Pavilion projects and programmes. The post holder needs creativity, excellent communication skills, ideally ability to design digital and print assets as well as good understanding of marketing and audience development.

### MAIN DUTIES

1. Manage the delivery of all organisational marketing and communications campaigns, ensuring they support First Light Festival CIC's objectives and messaging. Work with staff across the organisation to realise plans.
2. Support the First Light Festival CIC's communications and audience development approaches.
3. Provide regular reporting to CEO and Board on active campaigns. Recommend and adjust approaches as required. Coordinate and provide reporting for campaigns against targets.
4. Work with the First Light Festival CIC team to deliver and report on the NPO Activity Plan and Investment Principles.
5. Stay abreast of industry and audience trends and make recommendations on future communications approaches accordingly.
6. Ensure First Light Festival CIC's 'key messages' are clearly identified and communicated to staff, audiences, stakeholders, donors and partners.
7. Lead on the policing of, and consistent application of First Light Festival CIC's brand in message, style, text, and imagery across all communications.
8. Work with Development to ensure the marketing benefits of sponsors, corporate supporters and funders are realised, including managing sign off internally and with relevant supporters.
9. Champion and enhance the media, stakeholder, and public profile of First Light Festival CIC. Support the development, implementation, and review of any such activity.
10. Lead on the timely and successful delivery of all print marketing activities (design, print, distribution, and advertising) for all First Light Festival CIC's activities and initiatives.

11. Lead on the research and origination of marketing and communications copy, film, photography, and content, working with artists, their representatives, colleagues, and/or freelance writers/providers to ensure all necessary communications material is received in good time.
12. Provide strategic management and oversee the organisation's digital communications (website, social media, e-newsletter etc).
13. Develop First Light Festival CIC's website(s) and customer pathways within. Work with others in the team to ensure web content is engaging, relevant and updated as required.
14. Lead on the monitoring, evaluation, and analysis of the organisation's activity.
15. Contribute to office management including monitoring the [info@firstlightlowestoft.com](mailto:info@firstlightlowestoft.com) email account.
16. Represent First Light Festival CIC in internal working groups.
17. Contribute to a positive organisational culture, supporting and developing staff and trainees, and enabling volunteers, ensuring the organisation always performs at its best.
18. Be an advocate for and represent the organisation at events and networking opportunities.
19. To lead on the ticketing systems for the FLF Box Office and ensure smooth running of the box offices across the festival site. TO recruit and train box office staff. To provide customer support to festival audiences.
20. Undertake training as identified and agreed with the CEO, which might include health and safety and first aid training.
21. Undertake any other duties which might reasonably be deemed to be within the status of the job and appropriate to the post.
22. Carry out all duties in accordance with appropriate internal and statutory procedures, including our environmental policy.
23. Adhere to First Light Festival CIC's employment policies and procedures with particular reference to Safeguarding Children and Adults at Risk, Equal Opportunities and Health and Safety.

## PERSON SPECIFICATION

It is essential that the Marketing & Communications Manager has:

- Ability to work in a team and inspire, motivate and develop others.
- Ability to work independently when not in the office.

- Excellent verbal and written communication skills including excellent copywriting skills for print and digital.
- Experience of leading marketing campaigns with a focus on generating income through ticket sales.
- Experience of communications and audience development in an organisation.
- A demonstrated understanding of public relations.
- Experience of reporting including against qualitative and quantitative measures.
- Experience of project management.
- A demonstrated understanding of project finances and budgets.
- Experience of print procurement and website CMS.
- A passion for the arts.

It is desirable that the Marketing & Communications Manager has:

- Experience of working with client management software (CRM) and/or ticketing systems.
- Experience of using Mailchimp or similar e-newsletter delivery systems.
- Experience of analysing audience data using Audience Spectrum.
- An understanding of the potential of digital technologies in the arts.
- Professional contacts and networks within the arts in the UK.
- Experience of using graphic design software such as Adobe Creative Suite.

All First Light Festival CIC staff are expected to be:

- Team players.
- Good communicators, using appropriate means in effective ways.
- Flexible and proactive in their approach to work.
- Willing to learn and develop.
- Able to manage their own workload with minimum supervision.
- Able to remain calm under pressure.
- Reliable time-keepers with a good attitude to attendance.
- Committed to equality in the workplace.
- Computer literate including possessing basic word processing and spreadsheet skills.
- Work a minimum of two days in the office.
- Be flexible for festival working over the festival weekend; there may be weekend and evening work as required. We do not pay overtime but you will get time off in lieu.

### **First Light Festival Background**

Established in 2018 to spearhead cultural regeneration for the coastal town of Lowestoft, First Light Festival CIC is currently led by four skilled directors: cultural entrepreneur and national, urban and coastal regeneration design leader Wayne Hemingway MBE, dynamic, regional cultural leader Genevieve Christie, natural environment and science authority Clare Matterson CBE, and marketing specialist and Suffolk Business Ambassador Mary Graham.

First Light Festival is an ambitious, innovative, place-making arts festival taking place on Lowestoft's South Beach over a midsummer weekend, with sunrise as a central part of the programme. The transformative impact of the 2023 festival, with more than 40,000 attendees, was felt across community cohesion, arts sector development, cultural tourism and local government, and

continues to resonate, positioning First Light as a central tenet of Lowestoft's cultural regeneration vision and planning for the town.

First Light also works year-round to engage with hard-to-reach audiences through large scale community projects and arts and music workshops in schools. From spring 2022 we will be resident at the newly renovated East Point Pavilion, delivering a programme of engagement and cultural activities for and with our community.

We are an Arts Council England National Portfolio Organisation (NPO) 2023 – 2026.

[firstlightlowestoft.com](http://firstlightlowestoft.com)

### **How to apply**

**Informal chat** – if you are thinking of applying and would like to discuss anything with us in advance, please get in touch for an informal chat with Jo Leverett [jo@firstlightlowestoft.com](mailto:jo@firstlightlowestoft.com)

**Application** – please send your CV and a short statement in written, audio or video file format to explain your interest in the role to Jo Leverett [jo@firstlightlowestoft.com](mailto:jo@firstlightlowestoft.com)

The deadline for applications for the post is 5pm on Friday 29 September 2023. Interviews are planned for Tuesday 10 October 2023.

**Interviews** – Shortlisted candidates will be invited to a formal interview on Tuesday 10 October 2023 - we will communicate full details of this in advance.