



BRANDING/MARKETING MANAGER RECRUITMENT PACK

COMPANY OVERVIEW

Vision

To be the “go to” organisation for British Chinese artists and to showcase and celebrate contemporary Chinese arts.

Background

Chinese Arts Space (CAS) is a not-for-profit company, limited by guarantee, based in London. It has a small professional staff and a voluntary board of management. CAS was founded in 2005 to address the significant gap in provision for the UK’s British Chinese (BC) community, the UK’s third largest ethnic minority group.

CAS is very pleased that it will become an Arts Council National Portfolio Organisation (NPO) in April 2018. This allows CAS to hire a new permanent team and to significantly develop and increase its work over the next 4 years. In particular CAS will present a London Chinese Arts Festival each year commencing in 2019.

Purpose

CAS exists to support and promote BC artists and to further their creative development, artistic work and ability to influence and participate in the wider arts scene in London. BC artists include writers, producers, directors, composers, dancers, musicians, actors, performing arts makers, live arts artists, visual artists and digital artists.

BC artists have a unique perspective on both Chinese arts and Western arts and how these can be best used, often through a blending of art forms, skills and expression, to provide a new and unique experience that resonates with both BC audiences and the wider public. CAS aims to enable new and dynamic forms of expression and a greater appreciation of the power of combining different cultural forces, influences and disciplines to create exciting new work and ideas.

By way of clarification, our British Chinese definition includes any person now living in the United Kingdom who is of Chinese descent, irrespective of their, or their family’s, country of birth. There are persons whose family is of Chinese descent living in many countries of the world. If they are now living in the United Kingdom, then they fall within our BC family definition. Thus our use of ‘BC’ covers a wide, dynamic group of artists who identify with both the United Kingdom and their Chinese origins.

Programme

CAS will play an active part in furthering the development opportunities for BC artists, recognising that many lack career management training. CAS will offer an Artistic Development Programme including Open Office, Mentoring Service and Artistic Development Bursaries to support and stimulate BC artists at different stages in their development.

CAS will present a varied programme each year that supports and promotes a diverse range of art forms (dance, music, theatre, digital and combined arts) showcasing the unique



contemporary Chinese element and experience that BC and other Chinese artists can bring. The programme will culminate in our annual two-week festival each year.

The festival will be the focal point and main BC showcase of each year. The festival will include BC works produced by CAS, other BC and international productions selected by an 'Open Call' process, a 'work in progress' Scratch Night providing both a platform for BC artists, as well as a symposium bringing together individual artists and producers from UK and around the Chinese contemporary world.

Finally, CAS will aim to be both an open door and an open window for all BC artists and those seeking to work with BC artists. CAS will create an open website/ artist portal that allows BC artists to present themselves and their work. The artist portal will also promote any activities being presented by BC artists, irrespective of whether the activity is presented by CAS.

JOB DESCRIPTION

Branding/Marketing Manager

Reporting to	Artistic Director
Responsible for	Commissioned website developer, graphic designer and PR
Salary	£30,000 pro rata
Hours	15 hours per week (40% employment, or as an equivalent freelance job) You will be required to work flexibly to meet the demands of the job and needs of the business which might sometimes include weekend and evenings for which time off in lieu will be allowed.

Primary Objective

CAS is seeking a creative and experienced Branding/Marketing Manager. The Manager will develop promote and manage the CAS brand, develop and manage the CAS website/artist portal, manage social media and develop and execute marketing plans within the budget agreed with the Artistic Director.

The job can be 40% employment or we are also interested in candidates who work full-time and are seeking another part-time job. Start dates ASAP. However, it will start with freelance-based 1-2 day per week until 1 April when the NPO status formally starts.

APPLICATION PROCESS

To apply and/or request more details, please send your covering letter and CV to Jobs@casuk.org no later than **5 pm** on Wednesday **24 January 2018**. Please mark your email **BRANDING/MARKETING MANAGER APPLICATION**. Interviews will take place on Friday 26 January or Monday 29 January.

Receipt of your application will be confirmed by email.

We look forward to hearing from you.

RESPONSIBILITIES

Strategic Development and Management

- Develop an integrate marketing and communication strategy to fulfil the objectives of the CAS artistic programme. This will comprise brand management, creative / design development, market research, media and PR management, event management, social media management and marketing (print, distribution, advertising, publicity, online activity, liaison with local authority, funders etc)
- Create and develop the effective and appropriate perception that our audience will have when they hear or think of CAS
- Ensure that the branding of CAS is maintained consistently across all channels
- Source and manage external agencies and freelancers and work for the best outcome within the budget in the delivery of the various elements of the strategy
- Work with stakeholders, venue and other partners to promote the company within its context to increase the number of audience for CAS events
- Analyse audience data to identify trends and develop ways to attract new visitors
- Maximise audiences and awareness of all aspects of the company's activities
- Reach the agreed sales targets set by the Artistic Director
- Work with the core team in reviewing and implementing the audience development and marketing strategy for the festival and other events to achieve Key Performance Indicators and reach target audiences
- Set pricing, group sales and special offers to ensure that income reaches target

Digital Development

- Lead on the management of CAS digital presence, re-create and develop our website to fit for purpose across all strands of activity including artistic portal, events and fundraise
- Create and commission exciting digital content that reflects the CAS's mission and promotes our shows (trailers, blog, podcasts, and filmed events)
- Research and develop the fame of the brand through different online platforms, particularly those for Chinese community in London
- Manage CAS audience data, mailing lists and e-lists
- Create digital media content
- Design and develop digital marketing campaigns and extend the followers and views to the target number
 - o Social media campaigns (Facebook, Twitter, WeChat)
 - o Design and circulate of eNewsletters
 - o Upkeep and re-design (as required) of website content
 - o Manage the CAS digital marketing activity for several partner organisations

Promotional Material

- Coordinate and deliver all marketing material for the festival and each activity including digital, print, emails, advertising and promotions to deadline and to budget
- Develop briefs and writing (or commission the writing of) documents for all promotional purposes in relation to the press and public
- Manage the Festival Brochure process from design brief to distribution

PR

- Manage PR activity, create PR strategy and lead the work with the commissioned PR agent

Other

- Attend internal and external meetings as required and contribute to all aspects for the operation

PERSON SPECIFICATION

EXPERIENCE	
Essential	
Minimum 3 years' experience with a proven track record in marketing	
Experience of brand development	
Proactive editorial experience	
Understanding of the use of IT in marketing strategie	
Desirable	
Experience of working in marketing area outside of arts industry	
Experience of budget management	
Experience of working with press and media	
SKILLS AND ABILITIES	
Essential	
Excellent verbal and written communication skills	
Good visual literacy and strong aesthetic discernment	
An interest in and commitment to the performing arts	
The ability to think creatively, with the confidence to bring creative ideas to the table	
Strong understanding of digital marketing	
Proven ability to work flexibly within a team, as you will be required to provide support across the whole team	
Understanding of the use of IT in marketing strategies	
Desirable	
Have great abiliy and knowledge about website development	
Familiar or have experience in any part of the Chinese culture	
Experience of effectively managing a team	
An eye for design and experience with design tools such as Photoshop	
PERSONAL ATTRIBUTES	
Commitment to working collaboratively within a small team	
Able to use initiative	
Conscientious and able to work under pressure in a busy environment	
Ability to multi-task effectively	
To be able to self-manage	
Willingness to work evenings and weekends if required	