



Kambe Events Marketing Assistant Job Application Pack

Contents

1. Job Description
2. Person Specification
3. Outline of Terms and Conditions
4. Application Process
5. About Kambe Events
6. Equal Opportunities

1. Job Description

- To play an integral role in the implementation of marketing strategies for all the various events and activities of Kambe Events.
- To produce targeted copy for the company across its various marketing channels.
- To manage Kambe's social media channels on a daily basis and respond as and when necessary to queries and issues.
- To manage the public enquiries inbox on a daily basis and respond as and when necessary to queries and issues.
- To help manage, create and curate website content for the events under the Kambe umbrella
- To produce monthly reports documenting the performance of the marketing strategies.
- To work closely with other marketing departments such as PR, Design and external consultants in a coordinated and cohesive manner.

This is an opportunity to join an exciting, dynamic, friendly, ethical and forward-thinking team in an exciting industry. There will be scope and an expectation for the role to expand and grow, learn a wide variety of new skills and become a long-term member of the festival team.

Outline of Duties and Responsibilities:

Key Roles

- To work alongside the Creative Director, Marketing Manager and other team members to develop marketing / communications strategy for each event.
- To work to set budgets.
- To implement the strategy effectively and in a coordinated manner with the rest of the team that manage marketing channels.
- Implement campaigns to bring greater awareness to the public about the events and the organisational mission.
- To help develop brand identity for each event or company activity.
- Assist in the production of all marketing collateral and assets (print and online)
- Briefing and managing external companies e.g. printers, street promo etc.

- Managing stakeholder relationships to ensure we reach their audiences. Managing stakeholder communications.
- Copywriting / editing/ proofing / updating copy across all communication channels.
- Effective regular reporting / evaluation on campaigns and events

Developing and Maintaining Digital Platforms

- Responsibility for responding to queries on all existing social media channels for all Kambe Events
- Back-end website administration, populating the website with line up acts and updating website information when needed
- Assisting with the writing of monthly newsletters and email campaigns

Key Deliverables Of Job Role

Assist the Marketing Manager and Creative Director in implementing the Marketing Plan for each event, through:

- Writing campaign copy for website and social media channels
- Creation of brand assets and imagery to accompany social media campaigns
- Advance scheduling of social media channels (facebook, twitter, instagram) across all events
- Responding to queries from the public on social media and via email
- Monthly reporting and analysis on all marketing activities
- Website administration, including the uploading of artist profiles to the website and mobile line up app
- Liaising with key stakeholders including designers and Area Managers when needed

2. Personal Specification

We are looking for an excellent, self-motivated, can-do and cheerful person to support the company's work and vision.

Essential Knowledge and Skills

- Prior experience of some sort of marketing role or internship
- Prior experience of managing multiple social media channels
- Excellent copy writing skills as well as presentation and oral communication
- The ability to adopt different 'brand voices' for different events
- Excellent administrative, organisational and time management skills
- Fully computer literate (Microsoft Office package or equivalent, cloud computing systems such as Dropbox)
- Excellent grammar and proofreading skills

Desirable Knowledge and Skills

- Prior experience of Wordpress web content management
- Prior experience of using social media scheduling software to schedule multiple channels in advance
- Keen awareness of the festival industry
- Knowledge of the Adobe suite (in particular, Photoshop)
- Understanding of SEO and techniques to optimize online page rankings
- Understanding of google analytics

Essential Personal Attributes

- Absolute attention to detail
- Excellent interpersonal skills
- Excellent judgement
- Sense of humour!
- Ability to work to strict deadlines
- Ability to prioritise
- Can-do attitude
- Self motivated

Desirable Personal Attributes

- Keen and active interest in the environmental and social issues
- A passion for festivals and the arts
- Excellent project coordination skills

3. Outline of Terms and Conditions

Job title: Marketing Assistant
Hours: 24 hours per week (flexible arrangement to be agreed with successful applicant)
Grade: £8.75 per hour / gross wage £10,920 per annum

Contract: PAYE (permanent contract)
Probationary period: 3 months

Location: Kambe House, 34 Portland Square, Bristol, BS2 8RG

Accountable to: Becka Whiteley (Marketing Manager)

Working hours: 24 hours have been allocated for the fulfilment of this role. Most of which will be based at the Bristol Office. However, we envisage a portion of this time to be spent working out of office hours in tasks related to social media activity.

Holidays: Statutory allowance, with a degree of flexibility for time in lieu at certain periods of the year based on total hours accumulated.

Training: Training opportunities will be provided and encouraged.

Start Date: 3rd April 2018 **(or earlier / later by agreement)**

4. Application Process

Please submit a cover letter of no more than 300 words and your CV by 5pm on 15th March 2018 to becka@shambalafestival.org

Applicants will be shortlisted and notified by 16th March and interviews will be held between the 21st and 22nd March

N.B Please confirm that you will be available for interview on these days, and make this clear in your application cover letter, along with confirmation of when you could commence employment, if successful (we'd ideally like the successful candidate to be able to commence employment in late March)

Kambe Events operates under UK Employment Law and will require evidence of your right to work in the UK at interview stage, if reached.

5. About Kambe Events

Kambe Events manages a portfolio of festivals including its principle event, Shambala, and a number of smaller events. The company has been operating for 8 years and has offices in Birmingham and Bristol.

Kambe is committed to a sustainable future. We believe the events industry has a critical and inspirational role, to play in society. As such, environmental and ethical impacts are key considerations in all decision-making processes within the organisation.

Members of our team will work with clients and colleagues alike in a professional, friendly, reliable, pragmatic and committed way. Kambe places emphasis on training, continual professional development and regularly re-visiting industry best practise.

Kambe strives to be fair and clear in our dealings with everyone whether client, contractor or festival-goer. We support accessibility and equality and are genuine in our pursuit of providing a safe, enjoyable and good-value experiences for all.

We're a small and friendly team with expertise spanning sustainability and the festival industry.

Visit our website for more information: www.kambe-events.co.uk / www.shambalafestival.org

6. Equal Opportunities

It is the policy of Kambe Events to treat all employees and job applicants fairly and equally regardless of their sex, sexual orientation, marital status, race, colour, nationality, ethnic or national origin, religion, age, disability or union membership status.

Furthermore Kambe Events will ensure that no requirement or condition will be imposed without justification, which could disadvantage individuals purely on any of the above grounds.

The policy applies to recruitment and selection, terms and conditions of employment including pay, promotion, training, transfer and every other aspect of employment.

Kambe Events is committed to the implementation of this policy and to a programme of action to ensure that the policy is, and continues to be, fully effective. All staff are required to comply with the policy and to act in accordance with its objectives so as to remove any barriers to equal opportunity.

Any act of discrimination by employees or any failure to comply with the terms of the policy will result in disciplinary action.