



Marketing & Programme Manager

UP Productions & AVA & IMMERSE

Full Time

Remote Working

About the Company;

UP Productions is an experiential design company specialising in large scale live event, curation, production design, festival and conference creation. The core goal of the company is to instigate innovation, collaborate with artistic talent and develop culture through creative arts, music, design and discussion.

UP Productions founded AVA, the Audio Visual Arts Festival & Conference in 2015, with its two distinct branches; the International Showcase Festival, operating as a paid-ticketed event and the industry and community focused conference and free fringe events operating as a not-for-profit. The past six years have seen AVA grow from a one day, one venue 1,500 capacity showcase to today's four day, 12,000+ attendees, multi-venue celebration of Audio-Visual Arts; in Belfast and in London with the capital's leading conference, alongside satellite events in Mumbai, Amsterdam, Dublin, Glasgow and an online audience of over 15 million viewers globally.

AVA earned the title of 'The most innovative Electronic Music Festival' by the Irish Times, a 'Cultural Catalyst' by the Independent and 'Europe's Smartest Young Festival' by RA.

UP has worked with leading International artists, brands, industry leaders and cultural institutions, including SxSW, ADE, Orbital, Soundcloud, Abbey Road Recording Studios, Boiler Room, Red Bull Music, Broadwick Live and many more.

About the Role;

Across the last 18 months, the company has been leading a pioneering R&D project which we are taking to the market as a new brand in 2021. This role will be responsible for launching, marketing and growing this new brand, coupled with the marketing and programme management of AVA, across our Belfast Festival & Conference, and our London Live Shows & Conference.

Your main responsibilities will be ensuring our projects and content reach the right audience, selling tickets, and managing the programme with curators & bookers.

This pivotal role is central to the success of the company's growth and the launch of a new innovative experience to a global market, coupled with a new website, channels and an international marketing strategy.

The individual will be managing budgets, programme schedules, internal team members, external contracts, and ensuring our marketing & comms materials are of the highest quality, reflecting the brand and reaching our existing and new audiences.

What we are looking for;

We are looking for a talented, passionate and highly organised self-starter to join our fast-pace and agile team. We need an experienced marketer, with a minimum of 3 years in the industry, who is confident and dynamic. We are looking for someone enthusiastic about marketing and communication and who believes in the power of music & the arts, and the ability to innovate.

The individual will be a resourceful, composed and a team player. They will have experience of commissioning, managing complex programmes, print and digital media, writing copy, and working with multiple forms of media. A strong attention to detail and design is critical. They will have a strong understanding and experience of paid for advertising (Social Media, SEO and Print).

We are an equal opportunities employer and positively encourage applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, transgender status, religion or belief or material status.

SUMMARY

You will be primarily responsible for;

- Launching & marketing a new brand with an Internationally touring strategy.
- Selling tickets and delivering to sales targets.
- Marketing & positioning all events, this will include budgeting and managing a team.
- Managing a new content platform and building our channels.
- Identifying new business opportunities, pitching and developing existing relationships in order to develop and deliver campaigns, projects and events for AVA & UP Productions.
- Developing and maintaining relationships with clients and partners.
- Answering client briefs promptly, professionally and efficiently.
- Full marketing campaign & account management (from initial contact through to end of campaign reporting).
- Building engaging campaign overview reports for clients.
- Managing & Monitoring ad campaigns.

You will require:

- An in-depth understanding of the current music landscape.
- A core understanding of marketing. 3+ years past experience essential.
- Excellent organisational skills and ability to prioritize demands and meet deadlines.
- Excellent customer service skills.
- Strong quantitative skills.
- Excellent written and verbal communication skills.
- A passion for events & production.
- Excellent Excel Skills.
- Excellent Reporting Skills.
- A passion for Culture, Music & the Night.

Our Values:

- We believe in building from the ground up.
- We believe in going the extra mile. Detail & Design are core to our work.
- We treat our work as an art form.
- We value teamwork and operate as a team.
- We are independent, and we support independence.
- We believe in thinking beyond boundaries.

Application Deadline; 8th March

Interviews will be held between 15th -19th March

Application Process is via our website and the online application, coupled with your CV and completing the two application tasks and send to info@avafestival.com