

Forma Arts

Marketing & Communications
Manager

Recruitment Pack

Job Description

Job Title:	Marketing and Communications Manager
Contract Terms:	Full time (40hrs/week)
Probation Period:	3 months
Salary:	from £27,000 plus benefits
Annual Leave:	25 days per annum
Reports to:	Company Manager

Forma

Forma is one of Europe's foremost creative producers, working with British and international artists to initiate develop and deliver contemporary art projects of ambition and scale. The organisation is widely acclaimed for its high quality, contemporary, interdisciplinary productions. Encompassing concerts, performances, films, exhibitions public art works, and publications, Forma's programme is presented in collaboration with major venues and festivals, and reaches a large audience across the UK and internationally.

Forma has recently undertaken a period of change and development, with new artistic leadership and a new artistic vision Forma is at the centre of an emergent trend by artists working with a sensorial, and immediate experience of art and an engagement with a contemporary sublime. This artistic vision and direction is accompanied by an exciting change in our brand message and organisational model that combines production and distribution.

Forma is an Arts Council England National Portfolio funded organisation.

Purpose of the role:

The Marketing and Communications Manager leads on Forma's marketing and communication strategies. It is a role fundamental to the development of Forma's brand, reach and profile. Developing marketing strategies and campaigns for Forma projects and the organisation as a whole, the post is responsible for Forma's distribution and sales activity, generating new audiences, and earned income from Forma's publishing, artistic merchandise and limited editions.

The post is responsible for managing press and partnership relationships in the support of audience and distribution goals, ensuring the organisations online communications and all published material are of a high quality. The role includes management of Forma hospitality events such as receptions and private views and developing engagements for artists and staff at conferences and events.

Key Responsibilities

Marketing and Communications

- Contribute to developing a communications and marketing strategy for Forma
- Lead on the implementation of the communications and marketing strategy, taking responsibility for ensuring key milestones and objectives are met, and a strong organisational brand profile is achieved.
- Lead on the implementation of Forma's brand strategy and management, ensuring brand design guidelines, tone and aesthetic are applied consistently across the organization and all its activities. Lead on all digital and online platform development and management and provide editorial oversight.
- Lead on development of PR and marketing campaigns for the artistic programme, and on campaign delivery for Forma projects.

Management and Development

- Manage all marketing and communication material including drafting of press releases, publicity materials, content for the website, social media and e-mailouts.
- Manage Forma's contact database including all mailing lists and the contact management system, ensuring they are up to date, and appropriately used against data protection guidelines.
- Manage and develop the relationship with press and media contacts, audience development and marketing partners, and, where appropriate, external PR agencies.

Documentation and Evaluation

- Ensure quality documentation of the artistic programme for archival and publishing purposes, and the management of Forma's image bank.
- Lead on the collection of audience data and user experience feedback contributing to the development and delivery of the Forma evaluation framework.

Earned Income and Trading

- Working with the company manager, contribute to developing a sales and distribution strategy for all editions, publications and media produced by Forma and its trading arm.
- Research, develop and manage a network of distribution partners, maximizing and developing new sale opportunities.
- As required represent Forma at trade and publishing fairs.
- Lead on the delivery of the marketing and distribution activity of all editions, publications and media.
- Undertake customer facing communications and activity in relation to sales and distribution.
- Ensure sales and trading milestones are achieved and specific sales targets are met against budget.

General

- Working with the artistic director and company manager, contribute to the organizational, business and financial planning processes.
- As required prepare and present updates and reports for artists and board.
- Manage and be responsible for marketing and distribution expenditure pertaining to Forma projects and sales activity, within the agreed budget.
- Represent and advocate for Forma at events, both formal and informal.
- Demonstrate a commitment to equality and diversity.
- Manage volunteers, interns and assistants as required.
- Undertake other duties relevant to the above as may be required.

Person Specification

Working within a small, inspiring and skilled team, you will be a self-starter with solid experience of marketing and communications, demonstrating a strong understanding of the arts and culture sector within the UK and internationally. In addition you will have a proven understanding of brand development, sales and production with a desire to develop new entrepreneurial opportunities.

Essential

- At least five years experience of developing and delivering marketing and audience strategies to meet organisational objectives.
- Experience and track record of sales.
- Excellent writing, proof reading and editorial skills.
- Experience and knowledge of design, layout and print.
- Experience of managing websites and delivering social media strategies.
- Experience of tracking and managing budgets.
- Proven ability to communicate effectively and persuasively with different audiences, project partners, directors, colleagues, artists and the general public.
- Ability to prioritise a complex workload and work well under pressure.
- Computer literate with a genuine interest in innovation and developments in the artistic and online sphere.
- Possession of an innovative and entrepreneurial approach to problem solving.
- Experience of working within a small team and with freelance staff.
- Self motivated with a collaborative, entrepreneurial approach.
- Willingness to work flexible hours including evenings, and to travel nationally or internationally when required.
- Experience of gathering quantitative and qualitative data related to audiences, experience, and engagement.

Desirable

- Knowledge of and keen interest in contemporary art, music, film and performance.
- Knowledge and experience of sales and merchandising.
- A strong awareness and understanding of existing networks within the arts and cultural sphere.
- Experience of publishing and distribution.

Applications

Closing date: July 31st

Interviews: 9th, 10th, 11th, August

Please apply in writing explaining your suitability and motivations for applying for the role, with an up to date CV.

Please send applications and queries to MJ@forma.org.uk