



In partnership with
The University of Huddersfield

Marketing Manager Job Description

Salary: £27,000 (pro rata)

Contract type: 0.6 FTE (ie. 3 days a week), permanent (subject to a successful six-month probation review). Some evening and weekend working required. Flexible hours and some remote working possible.

Location: The **hcmf//** office is located at University of Huddersfield, Queensgate, Huddersfield HD1 3DH. We operate a hybrid working model with staff based in the office for 80% of their contracted hours as standard.

Closing date: Wednesday 2 April, 5pm

Interviews will be held on Thursday 10 and Friday 11 April 2025 at the University of Huddersfield.

About hcmf//:

Huddersfield Contemporary Music Festival (**hcmf//**) is the UK's largest international festival of new and experimental music, taking place over 10 days each November and featuring 50+ events – including performances, installations, exhibitions, talks and workshops – as well as a year-round Learning & Participation programme. **hcmf//** aims to provide life-changing and unique artistic experiences to as wide an audience as possible; to be an international platform for new music and related contemporary art forms in the UK; to enthuse existing audiences and draw in new ones through adventurous programming and diverse, informed presentation; to provide innovative creative opportunities for all; to reduce our environmental impact and make progress towards sustainability; and to be an ambitious, dynamic participant within our cultural community.

Job Purpose:

Work with the Executive Producer, Artistic Director & marketing agency support to deliver creative communications across **hcmf//**'s digital and print marketing, ensuring we maintain and develop our profile, marketing reach and audience engagement.

Reporting to: Executive Producer

Job Description

Specific:

- Lead on marketing activity across the organisation, including promotion of the annual festival programme, with a focus on maximising income through ticket sales and opening up experimental music to new audiences
- Manage **hcmf//**'s social media channels (Facebook, Instagram, Twitter/X and LinkedIn), creating content for these platforms and developing a strategy around their purpose
- Manage and lead on maintenance and population of the **hcmf//** website
- Create content for e-newsletters, event web pages, news items and longer feature pieces, liaising with artists as necessary
- Liaise with other organisations to secure reciprocal marketing arrangements
- Maintain **hcmf//**'s photo archive (internally and on Flickr)
- Liaise with graphic designers, website developers, printers etc. as required
- Data collection, analysis and utilisation as required
- Contribute content to press releases as required
- Manage VIP/invitation lists, mailings and RSVPs as required
- Support and produce content for fundraising campaigns as required

General:

- Undertake special projects and other tasks not listed above as reasonably required, including assisting with front of house duties and other practical tasks during the Festival period
- Represent **hcmf//** at local meetings and events as required, and to be an active and positive ambassador for the Festival on a day-to-day basis
- Adhere to **hcmf//**'s policies and procedures, including Employment Rights, Equal Opportunities, Safeguarding, Data Protection & Privacy, Health & Safety and all other statutory requirements
- Contribute to **hcmf//**'s understanding of and commitment to equality, diversity and inclusion
- Contribute to **hcmf//**'s understanding of and commitment to environmental responsibility, particularly in relation to the arts sector
- Lead by example in exemplifying **hcmf//**'s mission and values

Person Specification

Essential:

- Demonstrable understanding of, and commitment to, our mission and values
- Experience of promoting cultural events and developing cohesive arts marketing campaigns
- Experience of using Wordpress and MailChimp
- Understanding of and commitment to inclusive marketing, considering language, imagery and accessible formats
- Experience of targeting paid social media algorithms towards specific audiences
- Outstanding organisational and administration skills, including excellent attention to detail and the ability to work with a high degree of accuracy
- Excellent written communication skills, including confidence in writing a variety of copy with a demonstrable ability to communicate complex projects in an accessible and engaging manner
- Ability to work collaboratively as part of a team, with a positive approach and manner
- Ability to manage a complex workload with a variety of priorities and deadlines across multiple projects
- Ability to problem solve and to think strategically and innovatively, including the ability to identify new opportunities proactively
- Excellent IT/Microsoft skills
- Demonstrable commitment to equality, diversity and inclusion
- A desire to learn

Desirable:

- Basic image editing/graphic design skills
- Basic video editing skills
- Experience using web programming languages (e.g. HTML)
- Interest in a diverse range of new and experimental music

How to apply

To apply, please submit the following:

- A cover letter (max. 2 pages) or video/audio file (max. 3 minutes) outlining your suitability for the role
- A CV demonstrating your recent and relevant experience (max. 2 pages)
- A completed monitoring form

Please send your application to **Laura Firby** at l.firby@hud.ac.uk.

Please include the title of the post you are applying for in the subject line of your email.

Applicants will be shortlisted and selected for interview based on the essential criteria listed above.

We recognise that many people have faced barriers to opportunity and experience due to racism, being disabled and/or neurodiverse or for socio-economic reasons, and guarantee an interview to candidates from significantly under-represented groups who meet the specified minimum requirements of the role. If this applies to you, we invite you to tell us (and on what grounds) when you submit your application.

This is voluntary, and any such information will only be seen by people directly involved in shortlisting and interviewing. In line with our Data Protection and Privacy Policy, this information will only be used as specified above.

Please note: **hcmf//** is unable to offer sponsorship for Skilled Worker visas, and applications can therefore only be accepted from candidates who have permission to work in the UK.

If you have any questions about this role or the application process, please contact Roisin Hughes at r.hughes@hud.ac.uk