

Job Title:	Marketing and Partnerships – Estuary 2020	Job Category:	Freelance (January – October 2020) 10 months / 42 weeks
Location:	Based in Southend on Sea (working across South Essex and North Kent – ie. the Thames Estuary region).	Travel Required:	Yes
Contract Value:	£ 14,400	Position Type:	Part Time – 80 days over 42 weeks
HR Contact:	Company Administrator, Metal	Hours of work:	9am – 5.30pm (with flexibility)
Line Manager:	Artistic Director & Chief Executive	Start Date:	Monday 6 January 2020

Please send CV and covering letter either by post or email to:

Stephanie Stevenson
 Company Administrator
 Metal, Chalkwell Hall, Chalkwell Avenue, Southend on sea SS0 8NB
 Tel: 01702 470700
 Email: stephanie@metalculture.com

Deadline for applications: Thursday 12 December 2019 (Interviews: w/c 16 December 2019)

About Metal

Metal was founded in 2002 by Jude Kelly CBE working with current Artistic Director and CEO, Colette Bailey since inception. We have been active in South Essex since 2007, working from our base in Southend on Sea. We also have bases in Liverpool since 2004 and Peterborough since 2012. In each place, we work from buildings of historic significance that we have transformed from empty or derelict spaces into vibrant cultural hubs. We support artists, locally, from across the UK and overseas, working in all disciplines, at all career levels, providing opportunities for artists-in-residence, running intensive, week-long Culture LAB's for peer-to-peer learning and exchange, mentoring and professional development. We create large-scale, participatory projects that respond to our immediate environment and involve people of all ages and from all walks of life. We curate exhibitions, festivals and other events which are often in response to place.

About Estuary 2020

Estuary 2020 will be a month-long, curated festival of visual art, literature, performance, film & discussion delivered through a partnership between Metal and Cement Fields (a new organisation

incorporating Whitstable Biennale). It will be the second edition of the large-scale festival that celebrates the spectacular Thames Estuary – the first being in 2016. Taking place on the river itself, and along the 60 miles of South Essex and North Kent coastline, an ambitious programme of new and existing artworks and events will explore and respond to powerful themes resonant to the Estuary, connecting communities from Shoeburyness to Tilbury on the north banks and Ebbsfleet to the Isle of Sheppey on the South.

Estuary 2020 builds on the success of *Estuary 2016* which took place over 16 days in September 2016 hosting 55 events across 7 key venues. It attracted live audiences of over 100,000 with a further 23.7million reached through media and broadcast platforms. A broad constituency of partners across the Thames Estuary, have now come together to support the Estuary festival on a four year cycle, linked by a commitment to shared cultural development aims looking towards 2050, that are underpinned by the concept of the Thames Estuary Production Corridor (TEPC). It is funded through Creative Estuary, a Cultural Development Fund project, funded through an award from DCMS, administered by ACE.

About This Role

As a publicly funded festival, *Estuary 2020* can only achieve its ambitions and aims through great partnerships, sponsorship and donations – all of which are driven by great opportunities and clear communication of the impact and benefits of the festival to our communities of South Essex and North Kent.

As a key member of the *Estuary 2020* team you will be contracted by Metal to work closely with both Metal and Cement Fields across South Essex and North Kent in two key areas - Partnership Development and Marketing.

This is a senior role with the following responsibilities:-

Partnership Development

- Developing exciting, curated packages for audiences working with a wide range of potential partners including transport operators, appropriate hotels and food establishments, to create discounted offers and special deals for our audiences.
- Work with a wide range of businesses, services and individuals to support these packages - in particular seeking relationships with independent businesses, in order to support the regional economy.
- Meeting prospective partners/sponsors to ‘sell’ opportunities within these packages - with agreed targets (reach and income) to achieve.
- Preparing bespoke agreements with partners/sponsors based on shared needs and expectations and ensuring those agreements are being upheld by the *Estuary 2020* team.

- Be the main point of contact for partners, sponsors and other stakeholders to ensure that audience expectations, and supporter expectations are being managed and met.

Marketing

- Developing exciting public-facing audience packages to attract audiences to visit and take part in festival activity, highlighting places to stay, places to eat, and ways to get between our venues including public transport, bike hire and walking routes.
- To work with the regional tourism partners (Visit Essex / Kent), potential sponsors, and Inward Investment organisations/officers to maximise links and opportunities.
- Developing information on accessibility across the Estuary sites and venues.
- Helping *Estuary 2020* achieve its target for ticket sales (where appropriate - most activities are free)
- Input into the development and upkeep of the *Estuary 2020* website
- To develop a CRM plan for the festival which outlines all the engagement opportunities with partners and to ensure the rest of the *Estuary 2020* team are aware and fulfilling their roles to ensure partner/sponsor retention.
- To develop a CRM system whereby interaction and engagement with supporters and audiences can be recorded and monitored.
- If appropriate, sell advertising opportunities on *Estuary 2020* digital platforms as well as print e.g. maps / brochures etc.
- To create a regular e-news mailshot sharing news and programme relating to Estuary 2020 - from the official press launch in March 2020 - each month until October 2020.
- To develop a social media plan, in partnership with Four Communications and to work with the *Estuary 2020* team on delivering this over the seven months from March to October 2020.
- Liaise with local and regional press in South Essex and North Kent - as the local point of contact - working closely with Four Communications who are providing external marketing assistance to *Estuary 2020*.

Other

- Provide the Senior Management at Metal, Cement Fields and *Estuary 2020* with regular updates which will be used to update major stakeholders, internal colleagues and our Boards on the progress.
- Evaluation & Documentation - Contributing to the implementation of the agreed evaluation framework and processes that are set up for *Estuary 2020* throughout the entire process. Collecting and sharing feedback at all stages.
- You will work actively within Metal's Equal Opportunities, Child Protection and Health and Safety Policies

This is a fantastic opportunity for you if:-

- you thrive on building relationships and are passionate about the impact that arts and culture can have in communities
- you feel excited and committed to help deliver an ambitious, large-scale cultural programme
- you can demonstrate a commitment to, and can evidence practical experience of building partnerships and attracting sponsorship and resources to help realise and promote exciting cultural events.

Dealing with a broad range of activities from internal and external sources you will be highly organised, self-motivated and proactive, with a proven track record in a similar senior role within the arts. You will be able to operate effectively under pressure with excellent communication skills, good humour and energy and, as a representative of Metal and Cement Fields maintain our policies for working with and serving diverse communities.

Further information – www.metalculture.com / www.cementfields.org / www.estuaryfestival.com

Skills/qualifications:

All candidates must be able to demonstrate the following:-

- educated to degree level in relevant field e.g tourism, business or marketing
- at least 5 years arts experience in a similar position
- experience of Customer Relations Management (CRM)
- an understanding of best practice for business use of Social Media
- understanding of the arts/culture sector
- good knowledge of sophisticated, modern marketing database and communications tools
- track record of working developmentally with both private and public organisations
- demonstrable experience of successful partnership brokerage and sales
- strong written and verbal communication skills
- excellent time management and organisational skills
- enthusiastic, self-motivated and outgoing
- be able to establish productive relationships with people at all levels
- be able to work as part of a team
- possess an eye for detail
- work well under pressure
- knowledge of all relevant H&S, Child Protection and Equality policies and processes.

Metal operates an Equal Opportunities policy. References required.