



## Marketing & Social Media Executive

### About Cambridge Literary Festival

Cambridge Literary Festival occupies a place at the cultural heart of the city. Running two festivals per year plus one-off events throughout the year, CLF has grown a strong reputation and now showcases the best in contemporary writing and thinking from across the world. 2020 saw the introduction of online events and the launch of a new website, providing the festival with an e-commerce platform and reaching a new global audience.

It is the intention of the festival to continue to deliver both live and online events, book clubs, masterclasses, festivals and one-offs.

### Job Description

Job Title:	Marketing & Social Media Executive
Location:	Central Cambridge with remote working
Key Relationships:	Directors, Assistant Programmer, Festival Administrator, Festival Partners

### The Role

Following the success of our online events and a return to live in-person events in Cambridge, the festival now seeks an experienced marketer who can support the delivery of successful marketing campaigns. The role will primarily focus on developing reach and engagement with our audience as well as monitoring and reporting the success of campaigns. This is a brand-new role in the team and will be pivotal to the success of our events through an integrated digital, social media and advertising plan. The role will be working closely with the Fundraising & Marketing Manager, remote working will be required, though proximity to Cambridge would be an advantage for regular weekly meetings.

A keen interest in literature and arts and culture more broadly, is preferred.

### Key responsibilities

- Manage social media channels across all platforms.
- Create strong marketing strategies – via newsletters, partnerships, social media, PR and advertising.
- Develop content, creating innovative campaigns.
- Manage newsletter content targeting specific groups eg. Friends of the festival, Young Adults, children.
- Place Social Media adverts and boost posts where necessary.
- Monitor book prizes and include in marketing strategy.
- Draft press releases announcing key events and improve the festival's network of media contacts.
- Respond to all media requests.



- Report using analytics eg. Google, Mailchimp, Wordpress, Social Media.
- Grow audience on all Social Media channels.
- Develop partnerships locally, nationally and internationally.
- Develop marketing techniques and initiatives on-site during events to capitalise on audience growth and partnership relationships.
- Monitor other literary festivals marketing activity.

## What we need from you

- Proven experience of running marketing campaigns for an events organisation.
- Ability to deliver market leading campaigns.
- Great command of Social Media platforms – twitter, Instagram, facebook.
- Experience of reporting analytics.
- Experience using Mailchimp to develop strong integrated and targeted campaigns.
- Basic knowledge of Wordpress desirable.
- Someone who is happy working independently from home but also able to commute to a central Cambridge location to work one day per week in an office.
- Excellent communication skills, both written and spoken.
- You will be confident and able to establish robust partnerships and working relationships.
- A love of books.

## What we can offer

- A part-time position requiring a minimum of 3-days per week (additional hours will be required, particularly during a Festival).
- Flexible working hours/days to be agreed.
- A company laptop.
- Opportunity to meet literary greats from across the world.
- Access to many new books!!

## Terms

Salary in the region of £20 - £25k per annum (pro rata) depending on experience.

Holiday entitlement is 24 days (pro-rata) excluding bank holidays

Any additional days worked during festival periods can be taken as time off in lieu (TOIL) outside of holiday entitlement.

Closing date: Fri 3 December 2021

Interviews: w/c Mon 13 December 2021

Applications to: [angela@cambridgeliteraryfestival.com](mailto:angela@cambridgeliteraryfestival.com) including a cover letter and CV.