

MARKETING ASSISTANT



Role:	Marketing Assistant
Reports to:	Bread Directors (employer) & Nozstock The Hidden Valley Producers (key client)
Salary:	£15,268.50 pro rata
Hours:	30 hours a week (4 days a week, 7.5 hours a day)
Contract:	12 months (3 month probation)
Location:	Bread Birmingham's office in Digbeth B9 4AA with monthly site visits to Nozstock The Hidden Valley, Herefordshire HR7 4LS

Purpose of the role

There are two main elements to this role.

One is to provide marketing and administrative support to Bread Birmingham Ltd across a range of clients including music venues, food and drink, retail and more.

One is to provide marketing and administrative support and active on site support to festival producers and the marketing team at Nozstock The Hidden Valley, during the preparation of, during and after the festival.

For both aspects of the role you would be expected to actively engage in production and promotion. This is an in depth role and will require a high level of dedication, flexibility and some existing administrative, editorial and design skills.

You will be employed by and supported in this role by Bread's directors, to deliver activity across our portfolio of clients. Bread coordinate Nozstock's marketing campaign, and you will have direct contact with Nozstock's producers throughout this post.

Bread & Nozstock

Bread is a communications agency situated in Birmingham. We offer a range of services and have over 40 years experience in the industry; including marketing strategy, social media management, brand strategy, design, videography, photography. We work on a variety of clients all over the UK.

Run by three directors, the company has a 'can-do' attitude to work and loves getting stuck into a new challenge! A proactive, forward-thinking, imaginative and down to-earth team to work with.

Nozstock The Hidden Valley is a 5000 capacity music and arts festival based on a family farm in Herefordshire. The three-day, 10-stage festival is intimate and eclectic, hosting talent such as Chase & Status, Grandmaster Flash, Goldfrapp, Reginald D Hunter, Russell Howard, Seasick Steve and Jurassic 5.

Run largely by volunteers, the festival has a strong community of artists, promoters and practitioners that deliver an event with high production values and that engages audiences across a wide spectrum, and multiple generations.

The Facts

You will be expected to deal with the following in this role:

Enquiries | Production & Logistics | Administration | Communications | Social Media Management | Digital and Print Asset Creation | Copywriting & PR for Press and Blogs | Content Creation | Event & Project Coordination | Branding & Promotions | Artist & Promoter Relations | Merchandise

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Responsibilities

Creative

- Putting together creative briefs and coordinating projects
- Preparing newsletters and client files, carrying out internal and external communications
- Creating and editing content incl. blog posts, photography, video editing, banners, and updating website pages using Wordpress, Squarespace and Wix
- Scheduling and checking social media across Facebook, Twitter and Instagram for a number of clients including Nozstock
- Developing a suite of merchandise for the festival, shortlisting, finalising and ensuring timely delivery

Relationships

- Overseeing regional press, building relationships with radio, TV, print and online to promote Nozstock, and delivering the weekend press reception with the team
- Managing a student ambassadors campaign, ensuring challenges are set for ambassadors and they are kitted out with promotional material to assist their ticket-selling campaign, keeping a record of any prizes/incentives and ensuring delivery
- Checking and ensuring delivery on agreements with sponsors, media partners and promoters, tracking commitments on both sides of the partnership, supporting with creative where needed
- Working on Nozstock's site over the event weekend, you will assist the festival team, and be calm and collected in the face of high pressure. You will be unflappable with known talent, will work to strict time constraints, liaising with crew, particularly management, to deliver on-site press events, daily social media, interview content and various marketing output. It is essential you are on site from Thu 18 - Sun 21 July.

Operations

- General administrative tasks such as answering enquiries, calendar management, drafting proposals
- Conducting research and logging data to support marketing, from metrics and measurements to assembling listings, to sourcing suppliers
- Liaising with print distributors, media partners, promoters, volunteers and staff to ensure the output of print is prompt and proliferate
- You may be required to carry out other duties, as are within your capabilities and level of responsibility.

Person specification

Essential skills

- An understanding of digital, incl. social media, email newsletters, websites, design
- An eye for aesthetics, happy to ask questions, keen to learn and share knowledge and opinions back
- Personable manner - someone who can 'talk to anyone' and is able to negotiate - you should be considered the diplomat among your friends
- Finesse with operations and procedures, a stickler for details, who is able to see things through to conclusion
- Efficient with time, able to prioritise effectively and to come up with creative solutions to difficult problems
- Flexibility is key and you need to be adaptable and keen, while being patient in the face of a changing environment.

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- A positive and proactive attitude to data protection with an ability to uphold the law and practices to ensure personal data is kept safe

Desirable skills

- Website content production experience would be beneficial but is not required if you learn quickly.
- Design programme experience such as with Photoshop, Indesign, Mailchimp
- Filmmaking or editing experience - for socials
- Budget management on projects

Bread & Nozstock will:

- Work with you to offer you a challenging, useful experience that helps develop skills you are seeking, supporting with appropriate training and development opportunities.
- Provide support throughout your role and opportunities to volunteer in other areas of Nozstock, if you so wish, to gain further experience.
- Cover travel and other reasonable expenses incurred as part of your role outside of daily travel to the office. These must be agreed before expense requests are submitted.
- Offer meals during your time on the festival site.
- Offer you a collective of talented, exciting people with which to make friends and contacts, and the best references of your life.

Guidelines for applying

Submissions for this role should be made by **5pm Monday 7th January 2019**.

Please send a cover letter with a CV to info@breadbirmingham.co.uk

Interviews will be held on Friday 14th January 2019

All data is covered by our privacy policies bit.ly/NozPrivacy

You will be contacted by Bread and Nozstock about your application for this role only. If you'd like to subscribe to receive Nozstock newsletters, you can do so at nozstock.com

Nozstock is an equal opportunities employer and you can see this and other policies at nozstock.com/about/policies. Bread operates according to Nozstock's equal opportunities policy.