

Llangollen International Musical Eisteddfod

Marketing and Audience Development Director – fixed term contract

The Llangollen International Musical Eisteddfod is seeking to appoint a Marketing and Audience Development Director on a part-time fixed term contract. This role will lead strategic marketing planning and direct the marketing activities for the Eisteddfod, to deliver agreed audience development goals over a defined time period. Working with the Chief Operations Officer and Marketing Officer, and reporting to the Officer Group, the Marketing and Audience Development Director will devise the business strategy for the Eisteddfod focusing on audience growth and business development, and monitoring and evaluation. The post-holder will be responsible for developing and mentoring two existing staff members to enhance their knowledge and skills to ensure that a long-term development plan can be sustained once this appointment comes to an end.

Company Description

Llangollen International Musical Eisteddfod (“the Eisteddfod”) has been an international cultural icon since its inception in 1947 following the aftermath of the Second World War. The aim of the Eisteddfod is to promote peace and goodwill between nations and to provide education and knowledge of the arts through the delivery of an annual international festival of music and dance.

The Eisteddfod is a Company limited by guarantee and is a registered charity. Its governing body is a Board of 13 volunteer trustees, 4 of whom also comprise the central management team, called the Officers’ Group. There is a range of volunteer committees who are responsible for functional areas required for the delivery of the Eisteddfod and the Eisteddfod is heavily dependent on the support of volunteers both throughout the year, and during the week of the Eisteddfod itself. There is a small team of staff employed by the Eisteddfod with some services such as PR and sponsorship that are contracted out.

The Eisteddfod

The Eisteddfod is an international music and dance festival with a diverse programme of activities. During the day there are high quality international music and dance competitions in the Eisteddfodic style which attract competitors from across the globe. The evening concert strand includes performances from world-class professionals and various musical genres are represented from classical, opera, choral, jazz and rock. The evening concerts also feature two of our most prestigious competitions, Choir of the World and International Voice of the Future.

For full information on the 2019 programme please visit our website <https://international-eisteddfod.co.uk/>

In addition to the programme in the main pavilion, there are activities on the Eisteddfod site with outside stages and performance areas. We also undertake outreach activities and have key artistic projects that feature each year, such as the Peace Message involving local children and our Inclusion project.

Key Responsibilities

- Work with the Chief Operations Officer and Marketing Officer in the long-term strategic planning required to achieve the Eisteddfod’s audience development targets, interacting with all sections of the organisation
- Drive change across the organisation where required to achieve the agreed strategic marketing goals
- Lead on the development of campaign strategy for the concert programme, including the setting of financial targets and pricing
- Lead on the development of a campaign strategy to create and nurture a daytime visitor market

- Work with the Marketing Officer to put in place effective marketing activity plans that will deliver the campaign aims
- Create an enthusiastic brand message that will resonate with our target demographic and ensure that all communications align with the brand
- Work with the Eisteddfod PR agency to create a coordinated communications strategy
- Oversee the Marketing Officer in the allocation and management of the marketing budget
- Research the experience of the customer in interacting with the organisation and drive improvements
- Attend Officer group meetings and report on business development issues and make appropriate recommendations
- Work with the Marketing Officer and Box Office administrator to gather appropriate data to create an accurate and useful evaluation system that will ensure that the Eisteddfod's audience insight base continues to grow
- Undertake continuous analysis of competitive environment and consumer trends consistently identifying revenue opportunities within our established customer base and managing consistent growth
- Understand key marketing performance metrics and tracking tools to provide market research, forecasts, competitive analyses, campaign results, and consumer trends in order to translate results into actionable insights
- Work collaboratively with other organisations with the aim of raising the profile of the Eisteddfod and enhancing the Eisteddfod's knowledge and practice

Person Specification

Essential:

- 10 years+ experience in a senior marketing role, ideally but not essentially from within the cultural sector
- 5 years+ experience in a supervisory or managerial role, ideally but not essentially from within the cultural sector
- Proven track record of successfully planning and managing a range of large audience-focussed campaigns
- Ability to think creatively to develop marketing campaigns
- Strong leadership and influencing skills with demonstrable experience of driving change
- Enjoys a busy environment, is able to hit the ground running, work under pressure and is confident and driven
- Proven interpersonal, teamwork and decision-making skills
- Experience of developing and mentoring staff to fulfil their potential and meet team objectives
- Excellent communication and copywriting skills

Desirable:

- Working knowledge of the Welsh Language
- An in-depth knowledge of the cultural scene within North Wales and the North West of England, and of the UK festival market
- Experience of working with international events or international networks

Contractual Details

Job Title: Marketing and Audience Development Director
 Contract: This is a fixed term post for 18 months.
 Based at: The Eisteddfod Office, Royal International Pavilion, Llangollen

Salary: £38,000 - £42,000 pro rata dependent on experience
Hours: 15 hours per week; normal office hours are Monday - Friday, 9am - 5pm
In the run up to the Eisteddfod week and the festival week additional hours will be required for which time off in lieu will be given.
Holiday: 30 days including Bank Holidays pro rata. Please note holiday may not be taken during the festival or in the 2 weeks leading up to the festival.
Reports to: Officer Group

Application Details

To apply for this position, please submit a current CV which should include:

- educational and professional qualifications
- work history
- details of relevant experience and training
- notice period required from current post

In addition, please include a covering letter outlining the relevant skills and experience which make you suitable for this post addressing the Person Specification and Key Duties and Responsibilities. Your covering letter should be no more than 1 side of A4.

The deadline for receipt of application is **15 March 2019**. Please submit your application by email to Sian Eagar (Chief Operations Officer) at sian.eagar@llangollen.net with the subject line Marketing and Audience Development Director Application. Shortlisted applicants will be notified by email, and interviews will take place on the **25 or 26 March 2019**.