

Job Description and Person Specification

Job title

Marketing and Digital Projects 'hubster'

Reports to

Julia Payne, one of the hub's two directors

Overview of the role

- To coordinate all aspects of the hub's marketing and digital activity, for our live events programme, including Fertilizer Festival and Phrased & Confused
- To coordinate all aspects of the hub's corporate marketing activity, and work with other hubsters to develop and maintain our digital strategy and presence
- To provide marketing and digital expertise and support across a range of projects, for clients such as venues, festivals, labels and other creative businesses
- To contribute to the development and delivery of new areas of marketing and digital activity for the hub
- To coordinate all our internal communications and our IT set up

Key areas of responsibility

Live events marketing and digital activity

- To develop and deliver appropriate marketing campaigns for all of the hub's live events, including its festivals, tours, debates and networking and training events
- To develop and maintain a relevant digital presence for all live events, in order to build communities and provide alternative performance 'platforms'
- To maintain and update all relevant project websites
- To write copy for, and oversee the design and production of, all of the hub's live events on- and off-line publicity materials
- To coordinate all direct marketing activity for the live events programme, and maintain all event-related databases
- To coordinate all relevant media activity
- To coordinate all our live events audience and market research

Corporate marketing and digital activity

- To work with the hub's directors to develop and deliver our corporate marketing strategy, in order to maximise our profile and secure new partners and clients
- To develop the hub's digital presence, and work with the hub's directors to develop and deliver our digital strategy, to build new hub communities and deliver new programming opportunities for us as creative producers
- To contribute to the development of new areas of activity for us, and work with other members of the hub team to research, identify and create new hub projects
- To maintain and update the hub's website
- To write copy for, and oversee the design and production of, a range of publicity material, including blogs, podcasts and e-fliers, and be responsible for the proofing, editing and final production of all 'hublications'
- To coordinate all of our direct marketing activity, and maintain our databases
- To coordinate all relevant media activity

Client project activity

- To work with other members of the hub team to develop digital and marketing proposals for a range of potential partners and clients, including venues, festivals, labels and other kinds of creative businesses
- To work with other members of the hub team to deliver a range of digital and marketing projects, which exploit our experience and skills as marketers and creative producers
- To act as a key point of contact for the hub's clients and potential clients
- To deputise for project managers when required

Internal communications and operational activity

- To coordinate all aspects of internal communication, act as a central point of coordination for the whole team and maintain and update all relevant policy documents etc
- To manage all aspects of our IT set up, and act as main point of contact with our IT support providers
- To provide the main point of contact for the hub's intern(s), to ensure the smooth running of the hub set up on a day-to-day basis

General responsibilities

- To represent the hub at meetings and events as required
- To deputise for either of the hub directors when necessary
- To attend team meetings and other internal meetings as required

- To attend conferences, courses and other training events as required
- To attend live events as required
- To undertake any other work, as reasonably requested by the hub's directors

Person Specification

Specification	Essential	Desirable
A natural, instinctive and creative marketer; a lateral thinker; entrepreneurial with a flair for spotting marketing and business development opportunities	yes	
Excellent on- and off-line marketing skills	yes	
Significant on- and off-line marketing experience	yes	
Excellent copy writing skills	yes	
Web literate and digitally savvy; experience of website development; a real digital 'native'!	yes	
Self educating (i.e. committed to continually improving digital, technical and marketing knowledge)	yes	
Passion for all things digital, both from a communications and creative production point of view	yes	
Experience of running creative digital projects	yes	
Experience of working in music, arts or creative industries	yes	
Experience of putting together and managing own creative events or projects		yes
Excellent communication skills, confident about dealing with artists, designers, colleagues and clients	yes	
Good project management and prioritisation skills	yes	
Ability to work on own, and using own initiative	yes	
Ability to work under pressure, manage multiple priorities; you'll thrive in a busy creative 'agency' feel business	yes	
Good team player; able to build effective relationships with others, both staff and clients	yes	
Willingness to work unsocial hours around hub and client events		yes
An understanding of accessibility issues in relation to digital content		yes
Excellent computer skills; knowledge of MS Word, Excel, PowerPoint, Outlook and Internet browsers.	yes	
Understanding of Windows based computer systems, ability to troubleshoot IT problems.	yes	
Working knowledge of web design and programming languages including XHTML, CSS, PHP/MySQL and flash		yes

What next?

Send your CV and a covering letter that tells us;

- Why you are right for this job and how your experience and knowledge matches what we need
- What you think the major challenges are facing the music industry today and how they may effect us here at the hub
- What title you should have - we don't like words like "co-ordinator" or "executive" so we use the term "hubster" to describe someone that gets what the hub is all about - come up with a title that works for you

Send us all the above by Monday 1 October at 5pm to wendy@thehubuk.com

For further details about the hub go to www.thehubuk.com

the hub is committed to equal opportunities for all.