



Marketing & Communications Manager Llangollen International Musical Eisteddfod 2022

Salary: £24-28,000 pro rata *dependent on experience*

Permanent contract, three days per week, annualised hours (flexible office and WFH)

Since 1947 Llangollen International Musical Eisteddfod has used the arts to bring different peoples together in a spirit of peace and friendship. We are looking for an exceptional, curious and resourceful Marketing & Communications Manager to join us as we enter the next phase of our existence, launching our new business plan and visual identity with audiences and key stakeholders during the 2022-23 season.

This new role will deliver the organisation's day-to-day marketing and communications activity, as well as working closely with the Executive Producer to shape the Eisteddfod's marketing and audience development strategies, our profile and communications.

Key Skills

The successful candidate will have a minimum of three years' experience in a senior marketing role, and be passionate about the arts with a proven track record of delivering innovative campaigns which exceeded sales and engagement targets. Essential skills include experience of brand implementation; CRM systems and data management; developing online content through website, social media and SEO activity; budget management; press and media planning, and developing creative concepts and commissioning and producing content for audience engagement.

In addition, you will have excellent communication and written skills with an interest in telling stories, be able to thrive in a high-pressure environment with the flexibility to adapt to changing needs and deadlines, and have a commitment to equality and diversity.

Desirable Skills

These include ability to communicate in both verbal and written Welsh language, experience of research and analysing audience data, experience of box office systems and working on ticket pricing and ticketing initiatives, understanding of current GDPR regulations, a strong network of media contacts in arts and culture, and an understanding of the arts landscape in Wales.

To Apply

Please send a cover letter of no more than two pages, or a max 4min long video file, outlining what has attracted you to this role, and the relevant experience you would bring to Llangollen Eisteddfod, along with your CV (no more than two pages), to recruitment@llangollen.net by **5pm on Thursday 22 September 2022**. Shortlisted candidates will be invited to interview by Zoom during w/c 26 September.