



Candidate Specification

Events Marketing Manager

Salary: circa £40k per annum, plus excellent benefits
Location: Blackfriars, London
Term: Fixed term (3 years)
Hours: Full-time hours (37.5 hours per week)

Overview

Nesta's events programme helps us to engage audiences, spread new ideas, and bring different people together to shape new ideas for social good.

We run everything from workshops to conferences to festivals to panel events, and target audiences of many different types; stakeholders, policy makers, opinion formers, practitioners, and the general public.

FutureFest is Nesta's flagship festival with an audience of 2000, accompanied by a series of experimental events for audiences of 200 - 20, presenting a blend of talks, debates, installations and immersive experiences to an interdisciplinary audience spanning a diverse range of sectors. The programme explores different versions of the future, and creates a space for more optimistic, challenging, and enlivening views of what may lie ahead.

We are looking for a highly motivated, creative and collaborative **Events marketing manager** to spearhead the marketing and communications activity of a world-class programme of content. The postholder will be responsible for developing and delivering an integrated communications plan that meets our targets for ticket sales as well as ensuring that as many people as possible engage with FutureFest content online.

The role

Develop and deliver the marketing and ticketing strategy for the FutureFest programme

- Developing and implementing a plan to achieve the ticket sale targets for FutureFest events, including digital marketing/advertising, social media and marketing & PR. This

includes planning, media-buying and delivering all email, social media, digital and print advertising campaigns - demonstrating value for money with paid for opportunities

- Creating and/or commissioning marketing content including blogs, videos and graphics
- Building the ticketing journey and optimising different journeys for audiences from various channels
- Identifying and targeting priority audiences and securing their attendance to FutureFest
- Establishing, and building marketing partnerships and contra-deals

Project managing and coordinating the delivery of the FutureFest programme across the communications function

- Develop an integrated marketing and communications plan for the Futurefest event programme, drawing in expertise from across the project team
- Managing the FutureFest communications budget, monitoring predicted and actual spend
- Developing and delivering a plan that monitors and evaluates the impact of all communications activities, working closely with the FuturFest Programme Manager
- Developing and delivering an internal communications/staff engagement plan for the FutureFest programme, working closely with the FuturFest Programme Manager
- Project managing the sponsorship programme for FutureFest, working closely with the FuturFest Programme Manager

Developing and holding responsibility for the FutureFest brand and positioning

- Copywriting marketing content for FutureFest, working with the Editorial Manager
- Brand guardianship - ensuring that all materials and communications created for Futurefest stay true to the brand and positioning, working with the Design officer

Supporting the delivery of Nesta's communications strategy beyond FutureFest

- Working with the digital team to develop and deliver a new digital strategy aimed at deepening our relationship with the live FutureFest audience (through a content offer that builds on the live experience) and extending our reach (through a more sustained digital marketing and engagement activities)
- Supporting the broader programme of Nesta events beyond FutureFest by developing and/or delivering marketing strategies for a range of events
- Developing a plan for audience data capture and follow up communications from Nesta, bringing FutureFest audiences into the wider Nesta community

The person

The role requires a passionate, experienced and creative marketer who is able to deliver imaginative and effective campaigns that meet ticket sales targets, as well as having a proven track record in the coordination of integrated communications strategies.

The ability to think creatively about how to target and connect with particular audiences is crucial, as is the creative flair required to create the right content to meet our needs.

The postholder will be an exceptional collaborator who thrives on working as part of a team. S/he will work very closely with colleagues to bring all of their skills and talents together in the development and execution of impactful campaigns that deliver Nesta's mission.

- An exceptional and experienced communicator, who can think quickly, digest large amounts of information and consult and advise quickly on options and tactics
- High standards of written and verbal communications skills, with proven ability to communicate to a range of different audiences
- A natural leader who can provide support, guidance and advice to motivate team members and get results
- An adept and nimble multitasker who relishes being busy, keeping multiple plates spinning and is highly organised
- A people person with strong networking and relationship building skills, who works best in a team environment.
- A creative thinker, able to come up with innovative, effective and integrated marketing campaigns
- Some experience of providing advice on event feasibility and content development
- Proven experience of procuring, negotiating with, and managing internal and external suppliers and sponsors
- Experience in festival marketing and interest in the festival themes, such as futures, science and emerging technology, the arts, cities and design is desirable

About Nesta

Nesta is a global innovation foundation. We back new ideas to tackle the big challenges of our time.

Our mission is to spark and shape new ideas that improve how the world works for everyone. We use our knowledge, networks, funding and skills - working in partnership with others, including governments, businesses and charities. We are a UK charity but work all over the world, supported by a financial endowment.

- We see - we spot opportunities in challenges
- We spark - we generate novel ideas to solve big problems that matter to everyone
- We shape - we provide the help needed for promising ideas to grow and adapt
- We shift - we join with others to back world-changing ideas

How to Apply

To find out more about Nesta and to apply for this role please visit <https://www.nesta.org.uk/jobs/>

Closing date for applications is 10:00 on 11 February 2019

1st stage interviews will be held week commencing 18 February 2019

2nd stage interviews will be held on 25 February 2019