



HASTINGS  
**FAT TUESDAY**

## Freelance Digital Marketing Officer: Job Description

**Hastings Fat Tuesday** would like to appoint a **Digital Marketing Officer** to develop and deliver a digital marketing strategy for the Hastings Fat Tuesday Music Festival. Taking place February 25<sup>th</sup> to March 1<sup>st</sup> 2022.

Hastings Fat Tuesday music festival is the UK's largest Mardi Gras celebration which showcases Hastings' thriving music scene – opening its doors to a wealth of musical talent and music fans alike. Hailed as Hastings' answer to SXSW in Texas, or Brighton's Great Escape festival, Hastings Fat Tuesday is one of the jewels in the town's cultural crown and celebrates its 12th year in 2022.

The ideal candidate will have at least two years' experience working in a similar role with existing contacts across Arts/Music media.

This role is offered on a freelance fixed term basis, with a possibility of further work on future projects.

Fee: £150 per day for an estimated 10 days over January/February 2022.

The candidate must be available to start immediately in January.

### Role overview

-Develop and deliver the online marketing and communications strategy for HFT Festival. Ensure that our visions and mission are at the core of the strategy and evaluate against this.

-Ensure the HFT brand and identity and raise the profile amongst the wider communities providing clarity, consistency and intention across all our activities.

-Work alongside the HFT team to develop content across website and social media channels.

### Responsibilities

- Review, develop and manage the delivery of effective online marketing and comms support to all our projects and initiatives
- Ensure we meet all legal requirements of current Data Protection legislation
- Develop copywriting, design and publication of online event and e-marketing publicity
- Ensure a consistent and attractive brand management
- Maintain accurate and up to date marketing and communications contacts databases

### Online and Social Media Management

- Manage the effective use, development, marketing and monitoring of our websites
- Regularly make website updates as required
- Manage and develop social media presence
- Support the team to contribute to social media channels

### **Monitoring & Evaluation**

- Produce reports from web statistics, email campaigns, mailing databases
- Utilise intelligence gathered from audiences, participants and other stakeholders
- Collect, analyse and present marketing data for effective analysis of marketing

### **Essential skills, knowledge and experience**

- At least two years' recent experience working in a marketing role, ideally in music/arts sector
- An interest in community focussed art and culture
- Ability to prioritize and work to deadlines
- Strong communication skills, both verbal and written
- Ability to work under pressure
- Strong relationship building skills
- Experience of effective digital campaign planning and delivery
- Experience in using social media for digital marketing and engaging audiences
- Experience of using data and insights to improve marketing effectiveness

### **How to apply**

Send a CV and cover letter detailing your interest and suitability for the role and Equal Opportunities Monitoring Form to Hannah Deeble at [HFTuesday@gmail.com](mailto:HFTuesday@gmail.com) using 'Digital Marketing Officer application' as the subject of your email. We are happy to accept word documents or pdfs, video or alternative online formats.

Hastings Fat Tuesday is an equal opportunity employer that is committed to diversity and inclusion in the workplace.

All qualified applicants will receive consideration for employment without regard to: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

We actively encourage people from a variety of backgrounds and experiences. We are particularly keen to hear from people of colour and candidates who self-identify as disabled.

If you would like any information in a different format please contact [HFTuesday@gmail.com](mailto:HFTuesday@gmail.com)