



HASTINGS
FAT TUESDAY

Freelance Press Officer: Job Description

Hastings Fat Tuesday would like to appoint a **Press Officer** to develop and deliver a regional and national press strategy for the Hastings Fat Tuesday Music Festival. Taking place February 25th to March 1st 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 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.

Responsibilities

- Review, develop and manage the delivery of effective communications to support the HFT Festival.
- Ensure we meet all legal requirements of current Data Protection legislation
- Ensure consistent and attractive brand management
- Maintain accurate and up to date marketing and communications contacts databases

Press & Media Management

- Develop and manage HFT's relationship with the press and media
- Develop press lists and press & media campaign planning
- Secure and maintain regional and national press presence
- Generate and manage media interview opportunities

Monitoring & Evaluation

- Produce reports from campaigns

Essential skills, knowledge and experience

- At least two years' recent experience working in a press role, ideally in the 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 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 using 'Press 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