**Freelance Marketing Officer**

Fee: £4000

200 hours between June to October, £20 an hour

Paid monthly in arrears

Application deadline: 25th May

Interviews: Week of the 26th May

Start date: Provisional start date 4th June (flexible depending on your circumstances)

Van Gogh House is the Georgian terraced house in which Vincent once lived, now an artist residency and space for exhibitions, events and performances.

We are currently looking for a freelance marketing professional to support an upcoming festival of talks and performances in Brixton called the Festival of Encounters.

The Festival of Encounters comprises around 40 talks by artists, writers, activists, musicians and thinkers in venues across Northern Brixton, including Van Gogh House, other purpose-built venues and more unusual spaces such as cafes, bicycle repair shops, private gardens etc. This role will drive the marketing of the Festival to local and wider London audiences through print and digital media. As part of the Festival budget, we are also hiring a Lambeth-based Festival Assistant in their first arts role, who will support the Marketing Officer in promoting the Festival. The Marketing Officer role is flexible but with an expectation that the Marketing Officer will include onsite time with the Festival Assistant. [Details to discuss in interview]

**Job Responsibilities**

* Create and execute a marketing plan for the Festival
* Contribute to the branding design process with graphic and web designers (currently underway)
* Creation of marketing materials, including press releases, newsletters, leaflets
* Oversee press campaign, including pitching and handling enquiries
* Arrange Festival print advertising
* Oversee digital campaign, working with the Festival Assistant (Marketing) to create and schedule content
* Delegate tasks to and support the Festival Assistant (Marketing) throughout the term
* Contribute to design of audience evaluation materials

**Job Requirements**

* Experience of marketing within a creative or community setting
* Strong communicator with an ability to connect with varied stakeholders, diverse audiences and members of the press
* Proficiency in digital marketing tools and social media management
* Strategic thinker who is responsive to data and evaluation
* Supportive team member with the ability to manage early-career marketing professionals

We strongly welcome applications from people who are under-represented in the arts and who reflect the diversity of Lambeth’s community.

Please send a CV/portfolio and covering letter to [Eleanor@vangoghhouse.co.uk](mailto:Eleanor@vangoghhouse.co.uk)

Please also fill out our Equal Opportunities Monitoring form [here](https://docs.google.com/forms/d/e/1FAIpQLSeD30KeLluOP2vEbQKs-yyAtqCH0NlVZV77rYUEo8qeJyILeA/viewform?usp=header). This is anonymous and is not viewed in tandem with your application.