

# CultureTECH

## Title: Marketing and Partnerships Manager (Initial 6 Month Contract)

CultureTECH Ltd, promoters of the CultureTECH Festival ([www.culturetech.co](http://www.culturetech.co)), wish to appoint a **Marketing and Partnerships Manager** to support the delivery of the CultureTECH Festival and related activities. The post will be based on an initial 6-month contract, commencing April/May 2013.

The CultureTECH Festival is one of NI's most exciting new events, showcasing digital technology, media and music to an expected audience of some 30,000 people this September (9th-15th) across a week-long programme of over 100 sessions and events. The festival itself is being developed in support of a wider economic development proposition and the long-term aim of positioning Derry-Londonderry at the heart of a global conversation around the convergence of technology/media and the arts/cultural space.

This is an exciting opportunity for a dynamic candidate to make a real difference to the future direction of the festival and the digital and arts/cultural sectors in the city. This is a full time position and will require a high level commitment as well as substantial flexibility from a forward thinking and self motivated individual.

The successful candidate will undertake a range of duties designed to raise the profile of the event in the local, regional, national and international media - both online and off. They will also support efforts to build partnerships with relevant 3rd party organisations both in relation to the festival itself and the wider aims of CultureTECH Ltd. Additional duties will include involvement in sponsorship development, production of marketing collateral and delivery of additional events throughout the year in NI, nationally and internationally.

This role will report directly to the Chief Executive as well as the company's Board of Directors; and will require frequent reporting, strong presentational skills and sound financial management capabilities.

The successful candidate should be able to demonstrate a successful track-record in marketing and/or business development roles and extensive knowledge of, and contacts within, the digital technology and/or arts/cultural sectors. The post holder will be a skilled communicator with excellent written, verbal and web based communication skills and have exceptional marketing skills, specifically online.

Supported by:



CultureTECH Ltd - Company Number: NI612482  
Reg Address: 1a Hawkin Street, Derry, BT48 6RD  
T: 02871 262 379 E: [info@culturetech.co](mailto:info@culturetech.co)

## Person Specification

<b>Education and Qualifications</b>	Essential	A relevant third level qualification  OR, three years experience in a marketing or business-related role
	Desirable	Qualifications in project management or similar
<b>Technology</b>	Essential	Working knowledge of CRM tools and web-based content management systems.  Strong knowledge of social media platforms and related tools
	Desirable	Experience in the use of web and/or graphic design related tools
<b>Relevant Experience</b>	Essential	Experience in developing and delivering comprehensive marketing strategies including both online and offline methodologies  Experience in developing and managing relationships with a variety of partners and stakeholders
	Desirable	Specific and demonstrable experience in marketing large-scale events  Demonstrable achievement in the development of new revenue/income sources including but not limited to commercial sponsorship and public sector funding
<b>Job-related Achievements</b>	Desirable	Experience in the delivery of large-scale events  Demonstration of a wide network of contacts in a relevant sector or sectors  Ability to develop, promote and establish cross industry collaboration
	Essential	Ability to demonstrate leadership skills around a specific issue or project
<b>Inter-Personal Skills</b>	Desirable	Ability to communicate and negotiate effectively with entrepreneurs, creative people, funding bodies and civic stakeholders
	Essential	Evidence and ability to undertake significant design and communication projects  Evidence and ability in reporting and presentational skills
<b>Other Factors</b>	Desirable	A clear interest in the digital creative industries, specifically within Northern Ireland  A strong vision for the development of the creative digital industries in Derry-Londonderry

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## Duties and Responsibilities

The post holder will, inter alia:

1. Develop and implement a comprehensive marketing strategy within a clearly defined budget and objectives
2. Work with 3rd party providers to develop collateral that will tell the story of CultureTECH in a number of different renditions and formats
3. Understand the business conditions and think strategically about development of CultureTECH
4. Promote CultureTECH at every opportunity and in a variety of ways.
5. Manage CultureTECH's web presence including social media activities
6. Work to manage and document relationships with existing partners and stakeholders in the private, public and academic sectors
7. Develop a strategy for building a comprehensive network of partnerships with a view to delivery of the wider economic development aims of CultureTECH
8. Liaise directly with partner - and potential partner - organisations and stakeholders including 3rd party marketing service providers
9. To attend and present at events, conferences, exhibitions, visit programmes and other promotional activities.
10. Help to develop new funding strategies and work with the Festival team to secure commercial sponsorship and other commercial revenues
11. Work to develop new opportunities, including but not limited to: content for the Festival, additional events, commercial services and project/programme concepts
12. Undertake other duties where required in relation to the delivery of the CultureTECH Festival and the wider development aims of CultureTECH

This is a highly visible role which will require a high level of accountability and transparency, specifically where public sector partnerships and/or monies are involved.

## Salary and Contract

Salary is negotiable, dependent on skills and experience. The eventual remuneration package may also contain a significant performance related element based on delivery of agreed objectives.

The contract will initially be for 6 months and we are happy to consider full-time employment, full-time freelance or full-time secondment arrangements for the right candidate.

## To Apply

Applications in the first instance should be by CV with covering letter, and sent by email to [info@culturetech.co](mailto:info@culturetech.co) or hardcopy to CultureTECH, 1a Hawkin St, Derry-Londonderry, BT48 6RD to arrive no later than noon on Monday, March 18th. Interviews with shortlisted candidates will take place shortly thereafter.

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