

DF2025 Marketing Coordinator



Role:

To support the Head of Programme with the Marketing Campaign for the 2025 Festival, with a key responsibility to lead on social media.

Tasks will include:

- Working with the Director and Marketing Manager on the final social media strategy encompassing both Festival and Artists' Open House accounts.
- Creating a framework for the social media launch and a social media toolkit for all partners to use when promoting their events / involvement
- Scheduling posts for each event involved in the festival programme in advance
- Creating, using and distributing social media tiles as necessary
- Ensuring profiles and bio links are updated across all platforms as needed
- Sharing daily information, posts and content on social media "stories" (gathered from partner posts, festival activities and so on)
- Replying daily to DMs and engaging with content on social media shared by partners
- Attending events to gather and share content on social media including "lives"
- Working with the festival volunteers to gather content from events to share
- Working with the AOH Coordinator to share relevant info from that social media account on the central festival platforms.
- Compiling feedback from social media to share post event
- Compiling data on social media engagement post festival for the final reports

To support with other marketing activities including:

- Distributing the press release and communicating with the press
- Proofreading catalogues
- Supporting the Catalogue and Guide distribution locally
- Supporting the running of launch events
- Ordering and distributing (and collecting) physical assets (banners, posters, bunting, tshirts)
- Working with photographers and volunteers to capture images and public evaluations of the festival

To be a part of the festival team at events, supporting with stewarding and event management as much as possible. Including:

- Ticketing / guest list on the door of events
- Providing a "face" to the festival for the public, answering enquiries
- Ensuring policies are enforced, especially on Health and Safety

Skills & Interests:

Excellent social media skills required including proficiency with:

- Instagram
- X (formerly Twitter)
- Facebook
- Scheduling and multi platform sharing tools such as Hootsuite
- Canva or other basic design tools would be useful but not essential.

Strong interpersonal skills are required, especially communication across all media and in person, to a wide variety of audiences.

Commitment:

This role is anticipated to be required from November to June 2025, though most busily from January to May. Ideally, candidates would be available to check in on emails several times a week.

The team work remotely, with no office space available. The Marketing Coordinator would be required to work from home from their own computer / phone equipment, and to attend regular meetings locally.

The Marketing Coordinator would ideally be fully available, or available as much as possible, between 9th and 18th May - the live dates of Dulwich Festival 2025.

Remuneration:

The Marketing Coordinator role, like all roles in the Dulwich Festival team, is a freelance and mainly voluntary role. There is no employment relationship with Dulwich Festival. We do have the capacity to offer a small fee in recognition of the contribution made to the festival being over and above that of a purely voluntary role. The Marketing Coordinator will be required to invoice for this payment.