

We're hiring! – Marketing and Social Media Expert for Sangam Festival

Are you experienced in marketing and social media? Do you enjoy writing marketing material including press releases, reports and newsletters, dealing with the press and tweeting and social media posting?



We are looking to recruit a part-time freelance Marketing and Social Media Expert for four months from May – August 2022, following the success of our 2021 festival. Ideally you would be based in the Kirklees area and have an interest in South Asian heritage but this is not essential. The contract will run for four months from May-August 2022.

So who will you be working for, what is Sangam Festival?

Sangam Festival is a ground-breaking festival of heritage, arts and culture, which takes place annually in venues across Kirklees and online, in the run up to and during South Asian Heritage Month (18 July – 17 August). <https://sangamfestival.co.uk/>

The festival comprises heritage projects alongside events and activities that celebrate South Asian arts and culture. It is delivered by Huddersfield-based social enterprise Communities Together (<https://communitiestogether.org.uk/>) with support from sister company Radio Sangam.

The role

Working closely with the Festival Director and Festival Manager, your role will comprise:

- Social media management across Facebook, Twitter and Instagram. To include frequent general and event-specific posts, monitoring and response, live tweeting during key events. Increasing followers and engagement.
- Writing and sending out press releases to media contacts, proactively following up to secure coverage in the traditional and online media. Devising PR activities and liaising with the Festival Director and Festival Manager to deliver these.
- Creating memorable newsletters for the festival mailing list and building mailing list numbers.
- Creating monthly reports on your activities and the coverage you have secured.

You will be:

- An experienced marketing and social media specialist with excellent contacts, or the ability to build new relevant contacts for the event, and a proven track record of successful promotional campaigns.

- Ideally you are passionate and knowledgeable about South Asian heritage, culture and arts.
- An excellent communicator.
- Organised and able to work both on your own, independently but also in tandem with the Festival team.

Although not essential, we particularly welcome candidates based in Kirklees or the wider Yorkshire region.

Timeline: Apply by: 5pm Thursday 31 March

Interviews: w/c Monday 11 April and w/c Monday 18 April

Decision by: Monday 25 April

Start date: Tuesday 3 May

Contract ends: Friday 26 August

Fee: £5,000

To be invoiced in three payments of £1,000 on the last day of May, June and July, with a final invoice of £2,000 on the last day of August. Payment will require receipt of both your invoice and monthly report.

To apply: Please send your CV and a covering letter or email (no more than one side of A4 or the equivalent, up to 350 words) outlining what you would be able to bring to this role, to: michelle@sangamfestival.co.uk by 5pm on Thursday 31 March.