

## **Leeds Lieder Marketing Manager – Freelance Contract**

**Service Period: 1 day per week equivalent October 2017 – May 2018 inclusive**

**Fee: £3,000 plus agreed travel expenses**

**Leeds Lieder seeks a freelance marketing professional to deliver online and offline marketing and communications for the 2018 Leeds Lieder Festival (Thursday 19 – Sunday 22 April 2018)**

### **About Leeds Lieder**

Leeds Lieder is a registered charity (no 1105803). It was founded in 2004. Based in Leeds, it presents an annual festival of song, and a year-round programme of recitals at various venues in the city. It aims to introduce art-song to an ever wider audience, to inspire young people and others to appreciate song, and to sustain the tradition of song writing through the commissioning of new work.

Leeds Lieder has a Learning and Participation programme for 0-18 year olds, covering both schools and family activity, designed to introduce art-song to this age group, develop creativity and performance skills, and to support the development of young audiences. It also works in partnership with Leeds-based Pyramid of Arts with groups of young people and adults with severe and profound learning disabilities.

For more information about Leeds Lieder, visit [www.leedslieder.org.uk](http://www.leedslieder.org.uk)

### **Main purpose of the role**

The Marketing Manager will work closely with the Director and other members of the Leeds Lieder team to:

- Support and deliver the online and offline campaigns for the 2018 Leeds Lieder Festival
- Use social media platforms to promote relevant events, including those in the Learning and Participation programme
- Liaise with the Friends Administrator regarding the production and despatch of e-mail newsletters to Friends and/or the full e-mailing list
- Maintain the events and news pages of the Leeds Lieder website
- Produce, or support the production of, specific items of print including the Festival brochure and the Festival souvenir programme
- Support the evaluation of activity through data capture and collation
- In consultation with the Director, plan and implement ongoing marketing and communications

It is anticipated that the person appointed will be able to work from home. However, some attendance at the Leeds Lieder Festival Office within Leeds Town Hall may be necessary from time to time.

**Closing date for applications: Friday 15 September 2017**