



Leeds Lieder Marketing and Media Manager – Freelance Contract

Service Period: 1 day per week equivalent 1 September 2022 – 31 August 2023 inclusive, plus work across Festival period (one week in June).

Fee: £5,250 plus agreed travel expenses

About Leeds Lieder

Leeds Lieder is a registered charity (no 1105803). It was founded in 2004 and is now recognised as one of the leading centres for song in the UK. Based in Leeds, it presents a vibrant and internationally-acclaimed 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.

In addition to programming and often broadcasting the world's finest singers and pianists, Leeds Lieder is committed to its locality and has an award-winning Learning and Participation programme covering both schools and family activity. Designed to introduce art-song to young people, develop creativity and performance skills, and to support the development of young audiences, our work also includes community events and work in partnership with Leeds-based Pyramid of Arts, a charity that supports young people and adults with severe and profound learning disabilities.

For more information about Leeds Lieder, visit www.leedslieder.org.uk

Main purpose of the role

The Marketing and Media 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 all Leeds Lieder activities, including the Leeds Lieder Festival, the annual Concert Season and the Learning & Participation Programme. This will include the creation and proofreading of some printed marketing materials and the creation of artwork for online communications such as MailChimp e-bulletins.
- Manage and develop the Leeds Lieder YouTube, Instagram, Twitter and Facebook accounts, with regular new content being created and published.
- Use social media platforms to promote relevant events, including those in the Learning and Participation programme.
- Seek out ways to capture live content for streaming.
- Develop ways for Leeds Lieder to act as its own broadcaster, including the recording and streaming of recitals, talks, masterclasses and other activity.
- Liaise with the Friends Administrator regarding the design, production and despatch of e-mail newsletters to Friends and/or the full e-mailing list.
- Maintain and update all areas of the Leeds Lieder website as necessary.
- Support the evaluation of activity through data capture and collation.

- In consultation with the Director and a London-based freelance PR consultant, plan and implement ongoing marketing and communications strategies to promote Leeds Lieder to regional and national Press and media.
- Maintain and grow our press list. Write and distribute press releases throughout the season.
- Work with other arts and media organisations in and around Leeds on e.g. cross-promotions and to build relationships.
- In collaboration with the participants, promote the Leeds Lieder Young Artist Programme.

It is anticipated that the person appointed will be able to work from home. However, some attendance at the Leeds Lieder Festival Office in Leeds city centre may be necessary from time to time. They will also be expected to attend the annual Festival (a week of activity in June) and concerts during the season (generally one a month between September and April/May).