

Marketing & Content Manager (Social Media) Position Description and Requirements

Marketing and content manager will take care of the promotion of the "Art in Book Form" Festival for October 2024, and provide a strong visibility on public relations. The marketing and content manager will collaborate with festival coordinators, press representatives, graphic designers, and copywriters to plan and coordinate izole's visible content on social media and digital platforms.

Responsibilities

- Listing the contacts and researching the demands of the related audience for the marketing strategies of the festival.
- Analyzing market trends, reviewing advertising materials cooperating with the press representative.
- Generating calendars for the social media materials on a weekly and monthly basis by the briefs from the festival curators and the coordinators.
- Using SEO strategies and developing unique ideas for social media visibility.
- Researching and determining the audience filters, and scheduling the paid ads on the Meta system.
- Allocating the volume for the content, based on the percentages of the five departments of the festival, and announcing the updated news.
- Briefing the graphic designer and copywriter for the social media and marketing materials' needs.

Will Report to:

Festival Coordinator.

Will Work With:

Festival coordinators
Graphic Designer & Copywriter
Sponsorship Executor and PR
Press Appearance and Coordinator

Who is a Fit For this Position?

Anyone who is interested or has experience with event and/or festival planning, organisation and content creation can be a fit for this position. Since this festival is an arts and creativity festival, the applicant's interests and hobbies should include these areas for the tasks to be beneficial and successful for a Content and Marketing Manager.

Working Hours

The **izole volunteering system** presents a collaboration practice that supports the volunteers of the community while receiving their professional knowledge and skills. Team members that work pro-bono receive project based, personal or long-term creative supports from the izole community. The volunteering agreement starts with a mutual professional service exchange where the izole team's network, collaborators, opportunities and community can provide further for the volunteer team members. The volunteer members decide on the hours they are willing to contribute and the tasks are organized accordingly with the coordinators.

During the Festival Preparation:

The collaboration timeline depends on the izole volunteering or internship programme that is chosen by the applicant. This period is a remote collaboration period

Preferred timeline:

- 3 hours a week
- 1.5 hours of General Management Focus Meeting
- 0.5 hours Festival Coordinator(s) Meeting

During the Festival:

During the festival period 3-4 days is the paid position of the Marketing and Content Manager role that includes transportation and the meal expenses if the assistant is joining the festival in person.

During the festival period, the Content Manager keeps the remote or on-spot work, minimum 2 hours a day.

After the Festival:

This period can be a remote collaboration period that will take 2-3 days

- According to the availability timeline of the Content Manager, minimum 2 maximum 4 hours following days of the festival (file transfers, post creations, media interviews, closing statements to the public etc.)



Here are some musts:

- Being familiar with the social media platforms strategies and tricks.
- Interest in arts, creativity and following related media materials.
- Advanced English knowledge.
- Able to join bi-weekly focus meetings
- Values diversity, human rights, artist rights and environmental matters.

Here are some good to haves:

- Degree in art management, public relations, marketing, or advertisement.
- Has experience (job, internship, collaboration, volunteership etc.) in the marketing team of an institution, collective or community.
- Has experience with content management and marketing in a similar industry.

Type of the Position

This position can be applied for the positions below with a both remote and on-spot possibility depending on the location and travel restrictions of the applicant.

Short and long term internship: with an internship certification of Marketing and Content Manager in the Arts and Cultural Festival Management Team

Volunteership: within the izole volunteership model.

**disclaimer: on the on-site days of collaboration, the in city transportation and basic needs of the team will be provided by the izole organisation through the festival period.*

What izole offers

- Gaining insightful experience on assisting and managing a team of 5-10 people.
- Volunteer or internship certification after the collaboration that indicated management and organisation of the International Arts and Cultural Festival of izole Foundation.
- Working with a historical and arts and cultural organisation such as Barin Han.
- Having great networking opportunities during, after and preparation of the festival.
- Becoming a member of the izole community and networking system to be presented, offered and referred to on the upcoming projects and searches for the creative industry.
- Mentoring and consulting opportunities for your personal and professional projects during and after the collaboration.

