



Capsule Events Ltd
Unit 317, Zellig
Birmingham
B9 A44

Role: Supersonic Festival Marketing Assistant (Freelance)

Deadline for application: Wednesday 14 June, 2023

Interview date: Tuesday 20 June, 2023

Start date: Tuesday 4 July, 2023

Fee: £2600 / 26 days @ £100 per day

Duration: July – September

Essential dates: the successful candidate must be available to work Supersonic Festival itself (1 – 3 September), as well as 29, 30, 31 August and 4 September.

About us and our work: Capsule crafts extraordinary work for curious audiences. Through our annual Supersonic Festival, large scale projects like Home of Metal, and Artist Development programme, we craft extraordinary new work for curious audiences. Our work is of the highest quality, authentic and inclusive.

Supersonic Festival which takes place 1-3 September in Digbeth, Birmingham will this year be celebrating 20 years since its inception. It has been named as the UK's premier experimental music festival, with rave reviews from The Independent, Arts Desk and The Quietus to name but a few, and topping The Guardian's Guide to the best experimental music festivals in Europe.

In 2019 The Guardian named Supersonic 'The UK's best small festival' with a 5 star review and again for the 2022 edition we received a 5 star review, writing 'From Grove's queer swagger to Circle's ecological visions and Divide and Dissolve's call for decolonisation, this thrilling underground fest has radical utopianism at its heart' heart'.

Bringing together live performances by some of the world's most extraordinary artists, visual art, and audience participation, we create a legendary one of a kind festival. We show the best new work in ways you would least expect. Our work is dominated by the desire to explore and champion the outer edges of new and experimental cultural practice, particularly experimental music. This desire however has been equalled by our aspiration to bring such work to as diverse and large an audience as it merits.

About the role: this short-term, focused role is designed to assist the Festival Programme Coordinator, working across marketing and programme logistics support.

This is an in person role, you will join the core team working in our Digbeth office. The successful candidate will attend weekly team meetings typically held on Tuesdays.

During the weekend itself this role will support a number of key functions; ensuring the smooth running of the festival programme of talks and workshops, managing all live social media and short form content, and working closely with a team of volunteers, ensuring audience evaluation is carried out.

We are a small but ambitious organisation. This role would be ideal for an emerging / early-career, freelance arts professional with a keen visual eye. We are looking for an individual eager to harness their knowledge and enthusiasm and develop their skills in both the promotion and production of live events within a highly creative and dynamic organisation.

As this is a freelance role we would expect the candidate to have their own laptop and mobile phone suitable for creating high quality assets.

PERSON SPECIFICATION

Key duties and responsibilities: festival lead-up

- Work closely with the Festival Programme Coordinator to support and deliver all aspects of Supersonic Festival Marketing, distributing promotional content and copy, in a range of formats including creating content for our social media platforms
- Assist with the production of the Festival printed programme, collating and editing content
- Support with all aspects of the extra-curricular programme of workshops, talks and events, handling all enquiries and managing practical aspects in the lead up
- Using a pre-formed design profile, take a lead on the look and feel of the festival site signage, that you will create, as well as oversee the production and distribution on site
- Support across the varied festival administration e.g. dealing with enquiries, updating the website as required and being responsive on social media
- Being flexible, responsive and supportive to the core team

Key duties and responsibilities: onsite during the festival

- Live social media and marketing work over the weekend, including the creation of short form content
- Handling all live enquiries via email and social media channels
- Ensure the smooth running of the extra-curricular programme of workshops, talks and events, meeting and greeting those leading and participating in these sessions, overcoming any practical issues, and ensuring feedback is gathered at the end of the session itself
- Supporting festival volunteers to gather audience evaluation onsite, including following the workshops and talks

Essential Criteria:

- Experience working in a similar role, including content planning and scheduling, demonstrable copywriting, proofing skills (social media, email, and website)
- Proficiency in social media management (Facebook, Instagram, Twitter, YouTube), newsletter creation (Mailchimp)
- Ability to research and collate information
- Excellent communication skills, both written and oral
- Good organisational skills, able to prioritise and problem solve
- Be resourceful, proactive, have good initiative and able to remain level-headed under pressure
- A self-starter, highly motivated, happy to hit the ground running
- An interest in audience engagement and development
- Able to work both as part of a team, as well as independently - as the role requires.
- Can deal with the varied pace of the organisation's workload, be organised and energetic during busy times as well as maintain pace and personal motivation during the organisation's quieter times.
- Knowledge and interest in experimental music / arts, digital and live events.
- Exercises a keen visual eye in all work produced

It is desirable that the candidate has:

- Experience working as part of a small core team
- Experience working as part of a festival team
- Experience using Adobe Photoshop or equivalent
- Experience using video editing software such as Final Cut Pro

All Capsule staff are expected to be/have:

- Team players
- Motivated and enthusiastic
- A flexible and pro-active approach to work
- A willingness to learn and develop
- Ability to manage own workload with minimal supervision
- Ability to remain calm under pressure
- Excellent timekeeping
- Excellent levels of attendance
- Warm and welcoming, contributing to the organisation's inclusive and open culture
- Approachable
- Be able to communicate effectively using appropriate means in an effective manner
- Computer literate including possessing basic word processing and spreadsheet skills
- Able to take a pragmatic view on complex issues, working well with ambiguity, able to use sound judgement and make timely decisions

To make an application, please send your CV, Cover Letter specifying why you are interested in the role and how your experience and skills are relevant and completed Equal Opportunities form to info@capsule.org.uk by Wednesday 14 June.