



Denmark Arts Council

Job Description: Marketing Officer

December 2018

Reports to: Denmark Festival of Voice Manager/Artistic Director

The position is responsible for the marketing of all Denmark Arts activities, events and festivals, with the predominant work being the Marketing of the Denmark Festival of Voice.

Duties include:

- Develop and oversee implementation of Marketing Plans for each of the major core projects: Denmark Festival of Voice, Brave New Works, Denmark Arts Markets and Denmark Arts as a whole
- Initiate new marketing ventures and opportunities
- Manage the development of promotional materials from design to distribution
- Ensure consistent marketing of Denmark Arts' across all activities
- Write Marketing Implementation and evaluation reports for funding bodies, sponsors, donors and other key stakeholders
- Contribute the marketing sections in applications to funding bodies, sponsors, donors and other key stakeholders
- Develop, implement and maintain appropriate tracking tools for collection and collation of all marketing/promotional materials
- Ensure Denmark Arts' websites and social media are regularly updated and generating content
- Ensure projects and events are adequately and appropriately documented
- Ensure compliance with funding body/sponsorship contracts in relation to appropriate acknowledgement and logo placement on all marketing material
- Manage the marketing budgets for all projects and the organisation

Design Work: Whilst a professional designer is used for a number of jobs, the Marketing Officer will need to do some basic poster/advertisement design. Training in a relevant design package will be provided if needed. Applicants with design skills/experience should specify this in their application.