

NORFOLK & NORWICH FESTIVAL 2017

PUBLICITY TEAM MEMBER – JOB DESCRIPTION

(Part-time shift work; casual/freelance; March - May 2017)

'Norfolk & Norwich Festival is one of the UK's big 4 arts festivals...and is a beacon of cultural inspiration and excellence to entertain and inspire audiences; it is also of significant economic value to the county, the region and beyond.'
Hedley Swain, Area Director South East, Arts Council England

Norfolk & Norwich Festival is a world class international arts festival, one of the UK's big 4 arts festivals, our work thrives on the artistic freedom to present work across multiple art forms and across a breadth of indoors, outdoors, urban and rural settings. Each May we deliver a programme of events which includes commissions from new and established artists, world and UK premieres, including high profile artistic events that respond to the County's unique landscape.

Artistic Director William Galinsky's vision for the festival focuses on national and international co-commissioning and co-production of new work, plus an integrated community engagement and participation programme with a particular focus on children and young people and increased support for new regional talent in the creation of new work, through a series of supported companies.

The role:

We are looking for arts enthusiasts to help us make a noise about the Festival. When it comes to creating excitement about Norfolk & Norwich Festival, the most powerful marketing tool we have is word of mouth. The Publicity Team consists of 15 – 20 people and is a key part of the Festival's Communications Department.

Purpose:

To promote Norfolk & Norwich Festival 2017 (12-28 May) events to the public and help us develop and extend our audiences through distribution of print (hand-to-hand in the city centre, exit flyering events and launches) and word of mouth.

About you:

As a member of Norfolk & Norwich Festival's 2017 Publicity Team you will need to be a committed, enthusiastic, knowledgeable and articulate ambassador for the Festival. You will need to be hard working with a keen sense of responsibility and an aptitude for working as part of a lively team.

Reports to:

Communications Officer

Specific Responsibilities:

- Hand to hand flyering of printed materials including the Festival brochure and other pieces of print for stands or specific events
- Act as an ambassador for Norfolk & Norwich Festival
- Act as an information source for the Festival at outdoor and indoor events
- Assist with movement of print and ambient marketing materials to Festival venues
- Actively contribute feedback to the Festival about audiences and shifts
- Represent the Festival at promotional events across Norwich and Norfolk
- Wear a branded Festival short-sleeved t-shirt at all times whilst on duty

Undertake any other duties assigned by any member of the Communications Department which might reasonably be deemed to be within the status of the job and appropriate to the post.

Team activities

Work collaboratively with team members and other colleagues in order to meet organisational objectives.

Training

You'll be given a full briefing on the Festival programme and specific strands within it.

Compliance

- Carry out all duties within parameters agreed with the Communications Officer and in accordance with appropriate internal and statutory procedures
- Adhere at all times to Norfolk & Norwich Festival employment policies and procedures with particular reference to Health & Safety, Child and Vulnerable Adult Protection and Equal Opportunities

Person Specification

We're looking for confident people, happy approaching the general public to hand out flyers and talk to them about the Festival.

In short-listing and interviewing candidates, we will be looking for the following:

Knowledge	Essential	Desirable
Knowledge of and/or interest in the arts	✓	
Knowledge of Norfolk & Norwich Festival		✓
Awareness of diversity and equal opportunity issues		✓
Experience		
Proven customer service skills, paid or unpaid	✓	
Experience of working in a team	✓	
Skills		
Excellent verbal communication skills	✓	
Excellent interpersonal skills	✓	
Ability to work on own initiative and as part of a team	✓	
High degree of commitment and flexible approach to working hours	✓	
Ability to travel within the region if required		✓
Ability to lift and carry boxes of print and ambient marketing materials	✓	
Personal attributes		
Outgoing and enthusiastic	✓	
Willing to share knowledge	✓	
Excellent reliability	✓	
Understands own strengths and weaknesses and committed to personal learning and development	✓	
Takes responsibility for own actions and the outcomes that result	✓	

Terms and Conditions of Engagement

This is a part-time casual (PAYE) contract to commence in as soon as possible and continue until the end of May 2017. Applicants wishing to undertake the role as a freelance contractor will need to provide proof of their freelance status and meet HMRC freelance criteria.

Shifts are available from March through to the end of May; each shift typically lasts 2-4 hours.

Rate of pay £7.50 per hour

Hours of Work Variable - dependant on shifts which occur at various times of the day across seven days of the week. Some evening shifts will be available. Shifts typically last 2-4 hours.

Place of Work The place of employment will vary across Norwich and sometimes Norfolk. This will predominantly be in outdoor locations.

Travel You will be required to work in and around Norwich at various locations. For further afield locations transport will be provided by Norfolk & Norwich Festival.

Notice Period One week in writing on either side

Equal Opportunities Norfolk & Norwich Festival is committed to a policy of equality of opportunity in its employment practices. NNF is working towards equal opportunities in employment, with the aim of ensuring that everyone who applies to work for us receives fair treatment. To help us to achieve this aim we ask you to complete the monitoring form. This information will be used to monitor the effectiveness of our Equal Opportunities Policy and for no other reason.

Application Procedure

Application is by the completion of an application form and should be emailed to natasha@nnfestival.org.uk

Applications may also be sent by post to:

Tash Ferenczy
Communications Intern
Norfolk & Norwich Festival
Augustine Steward House
14 Tombland
Norwich
NR3 1HF

Please mark your envelope PRIVATE AND CONFIDENTIAL, ensuring that you have used sufficient postage.

The deadline for receipt of applications is **5pm Friday 24 February 2017**. No applications can be considered after the closing date.