

**UBUD
WRITERS
& READERS
FESTIVAL**



POSITION DESCRIPTION

Senior Marketing & Media Consultant

Applications close on Wednesday 25 November 2015.

POSITION CONTEXT

Ubud Writers & Readers Festival

Ubud Writers & Readers Festival (UWRF) is held annually in October in Bali, Indonesia. The UWRF takes place in over 50 venues around Ubud and Indonesia, featuring a mixture of ticketed and free events, all upholding the festival's objectives.

The UWRF is the major project of the not-for-profit foundation, the Yayasan Mudra Swari Saraswati. It was conceived of by Janet DeNeefe to counteract the negative impact on tourism and the national spirit of the first Bali bombing. The inaugural Festival took place in 2004.

Ubud Writers & Readers Festival has become Southeast Asia's largest and most renowned cultural and literary event. The mission of Ubud Writers & Readers Festival is to create a world class festival that celebrates extraordinary stories and amplifies brave voices; tackles global issues and big ideas.

We are proud of our continuing success in bringing Indonesian and international writers together on a world stage and creating a space for conversation and connection across cultural divides.

The 2016 Ubud Writers & Readers Festival will take place in Ubud, Bali, Indonesia at the end of October.

Ubud Food Festival

Founded in 2015, Ubud Food Festival is a three-day culinary adventure with the food, produce and rich cultural heritage of Indonesia as the star.

Its mission is to educate people about Indonesian food, culture and history; to

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raise awareness of Indonesian cuisine; to create meaningful discussions about health and sustainability; and to support local artisans, businesses and community groups. In 2015 it featured 72 events and 50 speakers and attracted 6610 attendees.

In 2016, it will take place May 27 – 29.

Bali Emerging Writers Festival

Now approaching its sixth year, Bali Emerging Writers Festival is a free annual event held in Denpasar, bringing together the voices you need to hear from the next generation of Indonesia's writers, artists, musicians and more. It is held in Bahasa Indonesia.

SENIOR MARKETING & MEDIA CONSULTANT POSITION RESPONSIBILITIES

The SENIOR MARKETING & MEDIA CONSULTANT is a key senior post, reporting to the Founder & Director and working closely with the management team.

The Consultant is responsible for developing and maintaining marketing strategies and implementing a marketing plan meeting the Festival's objectives. He/she will manage and oversee marketing, promotional, social media and PR activities and will evaluate research and feedback, market conditions and competitors.

The SENIOR MARKETING & MEDIA CONSULTANT is responsible for the following key areas:

Marketing

- Promoting the Festival through a bilingual online marketing strategy that includes social media, an enews and the Festival website.
- Project managing the development of new websites where necessary, with local developers.
- Overseeing and uploading all content for the Festival website, from news and press releases to author biographies and event session details.

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- Writing and copy-editing content for website, program book and other marketing and collateral.
- Writing and scheduling regular enews and social media posts.
- Audience evaluation and development.
- Ensuring all communications and advertising is in line with Festival branding and mission.

Branding

- Developing with in-house graphic designers all branded assets for each festival, including key foundation items such as posters, font suites, and branding guidelines.
- Maintaining brand identity across the three festivals, also in keeping with the central Mudra Swari Saraswati Foundation's brand identity.
- Ensuring Festival tone and style is maintained across all outputs (including written).

Media & Publicity

- In collaboration with the International and National Media Coordinators, implementing and overseeing a media strategy for international and local coverage of the Festivals, including writing and distributing press releases, editing articles and features, organising interviews and supplying all images, audio and relevant information to news outlets.
- Generating strategic Media Partnerships and related editorial and advertisement placements.
- Hiring and managing the National Media Coordinator and International Media Coordinator roles.
- Hiring and briefing photographers and videographers to document the Festival.

Ticket Sales & Box Office

- Setting ticket prices, forecasting sales and reporting on ticket sales.
- Ensuring the operability of third-party ticketing systems with Ticketing Coordinator.
- Promoting events to ensure sales of all events and tickets.

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- Responsibility for the Box Office staff and training, overall point of sale and the running of the Box Office during the Festival.

Advertising

- Managing the advertising schedule and approaching magazines and publications for sponsored advertising space.
- Managing the concept, design and content for any advertising (print and digital) and briefing the Graphic Designers appropriately.

Marketing Materials

- Project managing the design, content, printing, sponsorship and distribution of the Festival printed program books, flyers and all other Festival publications.
- Managing the design, printing and installation of banners, flags, billboards, ticket passes, business cards, postcards and more, in close partnership with local Indonesian suppliers.
- Managing the concept, design and content of any digital promotional material, for own use or for cross-promotional purposes.

Merchandise

- Creating and/or sourcing merchandise for the Festival with the Graphic Designers and local companies.
- Forecasting sales for merchandise and working within the budget.

Sponsorship

- Developing and maintaining relationships with sponsors and partners for funding, creating sponsorship proposals and ensuring that the marketing targets within the agreements are met.

Hiring and managing staff

- Hiring new staff members, with responsibility for managing the Graphic Designers, Ticketing Coordinator, National Media and International Media

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Coordinators, and contracted Festival photographer and videographer roles.

Budgets & Reporting

- Responsibility for the marketing and advertising budget – including ticket sales, all printed promotional materials, third party advertising, Festival merchandise and more. Reporting and tracking the monthly spend and calling for tenders to rationalise and reduce spending.
- Creating a survey and feedback for Festival attendees
- Reporting on marketing outcomes and spends.
- Project managing the annual Partnership report.

KEY SKILLS

The successful candidate will have:

- Marketing experience, preferably in festivals or events
- High level communication skills
- Basic skills in graphic design, specifically across the Adobe Suite programs
- Proven brand identity skills
- Excellent writing, editing and proofing skills
- Ideally, experience working overseas or with different cultural groups

Period of Contract:

The term of this contract will be from January 2016 to January 2017. After that date, this contract will be negotiated for a further twelve-month period, based on the outcomes of a performance review process. At that time, the wages and conditions may be revised.

Compensation:

- To be negotiated.

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Leave:

- 12 days annual leave
- Balinese public holidays

Conditions:

1. Work during normal hours office hours [9am – 5pm], 5 days a week, except for 6 days a week in the two months leading up to festival. A large amount of out of office and out of hours work will be required during the Festival period.
2. Adhere to the Festival Budget, Timeline and Policies.
3. Maintain the Festival's vision and uphold the positive public image of Festival.
4. Be sensitive to cultural differences/issues wherever possible.
5. Contribute to a positive and effective team and work area environment.