



**YAYASAN
MUDRA
SWARI
SARASWATI**

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Ubud Bali Indonesia 80571

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E. info@yayasansaraswati.org

WWW.YAYASANSARASWATI.ORG

POSITION DESCRIPTION

Marketing & Communications Manager

Ubud Writers & Readers Festival, Ubud Food Festival

About the Festivals

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 DeNeeffe 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 2020 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 raise awareness of Indonesian cuisine; to create meaningful discussions about health and sustainability; and to support local artisans, businesses and community groups.

In 2019, it featured 100+ events and 100+ speakers and attracted 15,000 attendees. In 2020, the Ubud Food Festival will take place in June.



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About the role

The Marketing & Communications Manager works closely with the management team and reports to the Founder & Director and General Manager.

The Marketing & Communications Manager is responsible for developing and maintaining marketing strategies and implementing a marketing plan that meets the Festival's objectives.

He/she will manage and oversee marketing, promotions, social media and PR activities and will evaluate research and feedback, market conditions and competitors.

The Marketing & Communications Manager is responsible for the following key areas:

Marketing

- Promoting the Festival through a bilingual online marketing strategy that includes social media, E-news and the Festival website.
- Writing and copy-editing content for website, program book and other marketing and collateral.
- Writing and scheduling regular E-news 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 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 operational of third-party ticketing systems with Ticketing Coordinator.
- Promoting events to ensure sales of all events and tickets.
- 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.

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

- With the general manager hiring new staff members, with responsibility for managing the Ticketing Coordinator, National Media and International Media Coordinators, and contracted Festival photographer and videographer roles.

Budgets & Reporting

- Responsibility for the marketing and advertising budget – including ticket sales and 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.

Key Performance Indicators

The Marketing & Communications Manager's performance will be measured by:

- Timelines met, budgets kept to and core duties fulfilled.
- Successful delivery of marketing strategy and key targets set within it.
- Growth in the number of audience and ticket sales.
- Cooperative work environment and ethics achieved.



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Key Skills

The successful candidate will have:

- Marketing experience, preferably in festivals or events
- High level communication skills.
- Proven brand identity skills.
- Excellent writing, editing and proofing skills.
- Ideally, experience working overseas or with different cultural groups.

Compensation:

To be negotiated.

Leaves:

- 12 days annual leave
- Balinese public holidays

Conditions:

- 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.
- Adhere to the Festival Budget, Timeline and Policies.
- Maintain the Festival's vision and uphold the positive public image of Festival.
- Be sensitive to cultural differences/issues wherever possible.
- Contribute to a positive and effective team and work area environment

To Apply

To apply for this position, please send a copy of your CV and a 150-word response to each of the Key Skills as outlined in the above to ayundari@yayasansaraswati.org.

Applications open until 20 March 2020.