



**YAYASAN
MUDRA
SWARI
SARASWATI**

Yayasan Mudra Swari Saraswati
Jl. Raya Sanggingan PO BOX 181
Ubud Bali Indonesia 80571
Phone/Fax: +62 361 977408
www.yayasansaraswati.org

Job Title : Marketing & Communication Manager
Department : Marketing & Communication
Report to : Festival Manager, Festival Director
Job Category : Full-time/Part-time

Job Overview :

The Marketing & Communication Manager is responsible for the digital and non-digital presence of all programs and promotion of Yayasan Mudra Swari Saraswati. Lead the integrated marketing campaigns from concept to execution across all marketing channels, and measured/reported on the performance of all campaigns. This role will work closely with the Festival Director to make sure the branding and experience of the festival are well delivered to the audience.

Responsibilities and Duties

Marketing & Communication

1. Planning marketing campaigns & communication strategy, including digital and non-digital marketing channel and display advertising (videography/photography)
2. Identify trends and insights, and optimize spend and performance based on the insights
3. Brainstorm new and creative growth strategies
4. Plan, execute, and measure experiments and conversion tests
5. Collaborate with internal teams to optimize the communication and branding for the festivals and programs
6. Collaborate with agencies, KOL and other vendor partners in order to boost the exposure and sales for the festivals.
7. Writing and copy-editing, translate content for website, program book and other marketing and collateral.
8. Supervising all contents and upload process for the festival website, from news and press releases to author biographies and event session details.
9. Writing and scheduling regular E-news (UWRF & UFF)
10. Monthly online insight evaluation and development.
11. Ensuring all communications and advertising and branding is in line with Festival branding and mission.
12. Maintain good relationship and communication with other vendors such as; web developer, photographer, videographer, out-source designer, agency or consultant.

Branding

1. Managing the concept, design and content for online advertising and briefing the Graphic Designers appropriately
2. Project managing the design, content, printing, sponsorship and distribution of the Festival printed program books, flyers and all other Festival publications.
3. Managing the design, printing and installation of banners, flags, billboards, ticket passes, business cards, postcards and more, in close partnership with local Indonesian suppliers.



4. Managing the concept, design and content of any digital promotional material, for own use or for cross-promotional purposes.
5. Developing with in-house graphic designers all branded assets for each festival, including key foundation items such as posters, font suites, and branding guidelines.
6. Maintaining brand identity across the festivals, also in keeping with the central Mudra Swari Saraswati Foundation's brand identity.
7. Ensuring Festival tone and style is maintained across all outputs (including written)
8. Ensuring all communications and advertising and branding is in line with Festival branding and mission.
9. Managing and develop the websites (Yayasan, Ubud Writers Festival and Ubud Food Festival)

Media & Publicity

1. In collaboration with Media team 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.
2. Generating strategic Media Partnerships and related editorial and advertisement placements.
3. Hiring staff/intern for the international media and national media relation
4. Briefing photographers and videographers to document the festivals.
5. Creating media plan campaign for both International and National media
6. Managing the advertising schedule and approaching magazines and publications for sponsored advertising space online or printed
7. Supervising the media relations to develop publicity of the festivals; Press Release
8. Supervise to organise the Press Conferences for the festival with the international media coordinator. Act as MC and moderator if require
9. Supervise to organise and set up the festival media centres for the 3 festivals with the international media coordinator.
10. Supervise the photographer and videographer for the festival documentations

Sales & Box Office

1. Setting ticket prices, forecasting sales and reporting on ticket sales.
2. Ensuring the operationality of third-party ticketing systems with Ticketing Coordinator.
3. Promoting events to ensure sales of all events and tickets
4. Responsibility for the Box Office staff and training, overall point of sale and the running of the Box Office during the Festival
5. Creating and/or sourcing merchandise for the Festival with the Graphic Designers and local companies

Administration

1. Make sure all project and milestone meet the publicity or marketing deadline
2. Supervising the Media Monitoring by the Media team
3. Archiving the festivals website every year
4. Maintain digital archive of the festival including all password, contact database, website archiving.
5. 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.



**YAYASAN
MUDRA
SWARI
SARASWATI**

Yayasan Mudra Swari Saraswati
Jl. Raya Sanggingan PO BOX 181
Ubud Bali Indonesia 80571
Phone/Fax: +62 361 977408
www.yayasansaraswati.org

6. Creating a survey and feedback for Festival attendees
7. Reporting on marketing outcomes and spends.
8. Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
9. Project managing the annual Partnership Report.

Supervising

- Social Media Admin
- Graphic Designer
- Video/Photographer
- National & International Media Coordinator
- Intern

Qualifications

1. BS/MS degree in marketing or a related field
2. Proven working experience in marketing & communication
3. Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
4. Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
5. Solid knowledge of website analytics tools (e.g., Google Analytics)
6. Experience in setting up and optimizing Google Adwords campaigns
7. Strong analytical skills and data-driven thinking
8. Creative copy-writing
9. Basic design skill
10. Up-to-date with the latest trends and best practices in online marketing and measurement
11. Able to work with a dynamic team and various project simultaneously
12. Able to work under pressure

The Yayasan Mudra Swari Saraswati Programs

1. Ubud Food Festival
2. Ubud Artisan Market
3. Ubud Writers & Readers Festival
4. Community Event at Taman Baca

Availability requirements

This position is required you to be in Ubud, starts in March 2022.