

The Podcast Show 2023

24 - 25 May, Business Design Centre,
Islington, LONDON

www.thepodcastshowlondon.com

Job Description - **Director of Marketing**

Overview:

The Podcast Show is brought to you by AV Media & Events Limited, a company led by Jason Carter & Tim Etchells, two of the UK's foremost events directors, both with a longstanding track record of delivering world-class, landmark festivals and events in the UK and internationally.

The Podcast Show is *the* International, breakthrough festival with the biggest gathering of the podcasting community, set bang in the heart of London's buzzing media district. The Podcast Show 2022 made huge noise in the fast-growing podcast industry; welcoming 9500 + attendees from 28 countries, across the daytime conference and the evening festival. The Podcast Show LIVE evening festival was hosted across one week-long programme of live podcast stage shows, with over 4500 fans celebrating world-class talent in major venues across Islington. For 2023 the event will build on this incredible launch with ambitious and exciting plans - if you believe you have the drive, energy and passion to join us, check out what we're looking for in the ideal person below.

The Podcast Show 'Director of Marketing' will work directly with the Event Directors to lead the promotion development and management of The Podcast Show's marketing strategy. One of your key objectives will be to support the continued growth in the number of attendees and profile of the festival.

Responsibilities:

- Responsible for creation and end-end delivery of marketing campaign and strategy
- Financial planning, including 3-year plans and the setting and management of the marketing budget
- Develop and overseeing of ticketing strategy - physical and digital
- Delivery of ticket sales revenues
- Account lead for event partnerships and sponsorships
- Building and harnessing of media partnerships

- Stakeholder management across local, national and international partners
- Expansion of data gathering and social media numbers
- Creation, commissioning and management of marketing content - ranging from regular comms (eg. newsletters, press releases) to big impact moments
- Overseeing the social media content strategy alongside the social media lead
- Working closely with the content team on event briefs, concepts and branding
- Appointment and management of relationships with external agencies and freelance practitioners including PR, digital and design agencies, printers etc, managing projects to ensure delivery on time and to budget
- Leadership on all artwork origination, creation and delivery

Essential Skills:

- Proven B2B and B2C events marketing experience on an international scale (festivals, conferences, exhibitions etc.) across all channels
- Creative and strategic thinking with extensive knowledge of events and an in-depth understanding of the podcasting, digital and media space
- Ability to drive innovation in industry and ability to identify targeted audience segments.
- Experience in using new, non-traditional ways to reach target audiences.
- Excellent understanding of all key aspects of commercial events – promotion, sales, partnerships, production, operation, programming etc.
- Experience of running a marketing campaign in the tech and audio sector
- Experience with database management
- A wealth of industry contacts to support the growth and delivery of the show
- Analytically minded with an ability to evaluate end-to-end customer experience across multiple channels
- Strong leadership skills to effectively lead the marketing team
- Thorough understanding of GDPR legislation

Our ideal candidate is...:

- A Strategic thinker
- A team player who is empathetic towards the needs of others
- Able to maintain and develop relationships with stakeholders, partners, suppliers and colleagues
- Highly organised, meticulous and dedicated
- Ability to prioritise a demanding workload in a high-pressure environment
- Passionate about live events, festivals and podcasts

Job Details:

- Salary: Disclosed on application
- Basis: Full Time

- Location: Islington, London
- Holiday: 25 days per annum (+ bank holidays)
- Application: Email your CV and cover letter to team@thepodcastshowlondon.com
- Application closing date: 12 pm on Monday 12 September 2022

Please note, that everyone is welcome to apply for our roles, and we are determined to ensure that no applicant or employee receives less favourable treatment because of gender, race, disability, sexual orientation, religion, belief, age, marital status, background, pregnancy or caring responsibilities. We also recognise the importance of diversity of thought within our teams and are fully committed to embracing the talents of people with autism, dyslexia, ADHD and other forms of neurocognitive variation.