

MARKETING & DEVELOPMENT CO-ORDINATOR BRIEF

Purpose

SJT is working in partnership with The Scarborough Fair to support the delivery of a year-round programme of arts, heritage and sporting festivals, taking place in and around Scarborough town centre. As part of that partnership, SJT is looking to recruit a freelance Marketing & Development Co-ordinator on a one-year, fixed term contract. This role will be responsible for the delivery of an integrated marketing, media and sponsorship strategy for The Scarborough Fair and, working with the Festival Manager, taking a proactive role in developing and promoting The Scarborough Fair brand and activities.

Key responsibilities and duties

Marketing

- With the Festival Manager, to develop and manage the delivery of an integrated marketing plan;
- To manage and co-ordinate brochure production including the design, content, print and distribution, in liaison with the Festival Manager, to ensure delivery on time and within budget;
- To oversee co-ordination of all aspects of The Scarborough Fair website, liaising with developers to ensure timely delivery of elements;
- To develop and manage multimedia (video, photo and audio) and digital (website, email and social media) marketing activity and to attend events for on-the-ground instant social media coverage;
- To co-ordinate all marketing print including flyers and posters (and their display/distribution) and ensure delivery on time and within budget;
- To be responsible for ensuring that all communications are on brand.

Development

- To identify potential partners to generate sponsorship for the development, expansion and ongoing sustainability of The Scarborough Fair;
- To build and maintain a database of partners and potential sponsors;
- To review and develop commercial sponsorship packages;
- To manage the delivery of agreed partnership activities, in liaison with the Festival Manager and Festival Assistant.
- To monitor and evaluate sponsorship activities and report back to partners, as required.

Media and Communications

- To develop and manage the delivery of creative and effective media communication campaigns;

- To develop and maintain a database of press and media contacts and manage effective working relationships with all media.

Events

- Working with the Festival Manager and Festival Assistant, to ensure that all external branding is correctly designed and displayed in accordance with design guidelines and commercial partnership requirements;
- With the Festival Manager and Festival Assistant, to ensure that all other commercial partnership arrangements are met in respect of activities in and around The Scarborough Fair events;
- To ensure that all programmes and other display materials are produced correctly and in time for all events.

Reporting and Financial Management

- To ensure timely accurate reporting to the Festival Manager and the Advisory Group as required;
- To manage the research and evaluation of all marketing and communication activities, including digital interaction and web analysis;
- In collaboration with the Festival Manager, to manage marketing budgets to ensure best value is achieved at all times and, where possible, to work with partners and suppliers to provide in-kind support;
- To contribute to the collation and preparation of statistical information relating to marketing activity and any other essential requirements of stakeholders, sponsors or business partners.

Other Duties

- To implement The Scarborough Fair's policies and procedures and ensure this underpins all other practices, policies and procedures;
- To undertake any other duties in line with the responsibilities of the post.

This is a freelance role for the equivalent of 4 days per week at a daily rate of £150 (up to a maximum of 208 days). The role could operate remotely; however, the role holder would be required to be based in the office in Scarborough a minimum of one day per month and to be in Scarborough across specific festival dates (as identified by the Festival Manager).

This role is offered on the basis of a one-year, fixed term contract.

PERSON SPECIFICATION

Essential

- Experience of delivering marketing campaigns, ideally in the arts events sector
- Knowledge of, or interest in, the festival/arts sector
- An understanding of arts sponsorship
- Knowledge of GDPR regulations
- Computer literate – Word, Excel, Outlook, Canva
- Ability to learn and work with new software systems (eg Eventotron)
- Excellent communication skills and interpersonal abilities
- Strong organisational and multitasking skills, detail-oriented, and capable of working on multiple festivals simultaneously
- Ability to work accurately under pressure and to meet deadlines
- A can-do attitude
- Ability to work as part of a team or independently, when required
- Able to work flexible hours and commit to Festival dates
- A personal commitment to organisational excellence; displaying honesty, integrity and a strong sense of ethics in all decisions and actions

Desirable

- Experience of working for a not-for-profit organisation
- Experience of working for an arts organisation
- Local arts industry knowledge or experience
- Experience of working within very small teams or organisations
- Experience of fundraising and sponsorship
- Ability to set targets to achieve desired outcomes on time and within budget

Application Process

If you are interested in this role, please send a copy of your up-to-date CV together with a letter explaining what attracts you to this position, to what extent you meet the essential or desirable criteria, and why you think you would be good at it. We'd particularly like to hear from you about any specific examples of past experience that tie directly into the person specification.

As part of your application, please also include the names and contact details of two referees. We won't ask anyone for a reference before interviews and then only after checking with you first that you are happy for us to speak to them.

Access provision and additional support/resources: We want this role to be an opportunity for the widest possible group of people who fit its criteria. We are committed to providing support with access requirements and are open to a conversation with any applicant about how they may be supported to fulfil the role. Please let us know of any access needs you may have at any point in the recruitment process and we will work with you to ensure those are met. We will also ensure that access requirements are not a factor in our decision-making process.

There's a wealth of useful info on communicating your specific needs here: www.accessdocsforartists.com and alexandrinahemsley.com/resources/access-rider-open-template/

If you would like to discuss the role in advance, please do feel free to contact Festival Manager Catherine Goble on Catherine.goble@northyorks.gov.uk to arrange a time for a chat.

All applications must be sent via email to Millie Deighton on millie.deighton@sjt.uk.com with "Marketing & Development Co-ordinator" in the subject line by 6pm on **Wednesday 20 May 2026**.

First interviews will be held at the SJT on 27 May 2026. Travel expenses will be reimbursed.