



# Job Specification: Marketing & Communications Director

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<b>HOURS</b>	Monday - Friday / 40 hours per week (2080 hours per year)
<b>LOCATION</b>	Portland Square, Bristol, BS2 8RG
<b>LINE MANAGER</b>	Managing Director
<b>SALARY</b>	£44,000 - £46,000 per annum, subject to experience (full time gross)
<b>HOLIDAY ENTITLEMENT</b>	33 days (including bank holidays)
<b>KEY BENEFITS</b>	Company pension scheme, employee bonus scheme, annual team retreats
<b>CONTRACT TYPE</b>	12 month fixed term contract

## **IN A NUTSHELL**

We are looking for an experienced and senior Marketing & Communications professional, with greenfield event experience, to join the team for a 12 month period. The successful candidate will have prior experience of creating and implementing full marketing and communication strategies, for complex events.

This role requires very strong communication and copywriting skills and line management experience. Experience of hitting sales targets and managing effective digital advertising campaigns is also key. This is a highly creative position, with top line responsibility for design and media output across a wide range of platforms and mediums. The role also requires confidence in managing third party agencies such as design, print, video and PR agencies.

Whilst our preference would be for this role to be fixed term PAYE, we would be willing to consider a freelance contract for the right candidate. As this is a 12 month contract, the first 6 months would be focussed on the successful continued implementation of the existing marketing & communications strategy for Shambala 2025, as well as responsibility for managing the media teams and department on site. Post event, this role would involve the creation of the marketing and communications strategy and budget for Shambala 2026 and its implementation.

The role is 5 days a week and will be based out of our Bristol office, rather than being available as a remote position. The successful candidate will be required to be on site at Shambala festival for an 8 day period (19th - 26th August 2025).

Naturally, you'll need to be passionate about the arts, music and festivals, and not be averse to on-site life. This role would also suit somebody with an interest in environmental and social issues.

This is an exciting role within a small but passionate team of amazing people who love planning and running live events.

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## **ABOUT US**

Over the past 25 years, Kambe Events has built a market leading and international reputation as an ethical, sustainable, and creative events company. Shambala Festival is our flagship show and will be the key focus of this role, though we also produce events for third parties, provide a variety of consultancy services and have other interests as part of a diverse portfolio of activity.

Shambala is an award winning music and arts festival that takes place each August bank holiday in Northamptonshire. It is known for its pioneering sustainability standards, as well as for being a legendary party!

The team is predominantly based at our head office in St Pauls Bristol, which is where this role is based.

## **JOB OUTLINE**

The MarComms director holds management oversight for all of Kambe's marketing and communications. They are the media spokesperson for all of Kambe's Events and projects and represent Kambe in the media as required. They sit on the Senior Leadership team for Kambe Events Ltd.

### **Key Objectives:**

- Managing the continued implementation of the existing marketing and communications strategy for Shambala Festival 2025
- Responsibility for hitting ticket sales targets for Shambala Festival
- Management of 1 direct report (Marketing & Design Associate) as well as various external/third party agencies (design, print, photography, video, press, app development etc)
- Responsibility for creating additional revenue for Kambe events through the design, creation and marketing of several sustainable merchandise lines
- Responsibility for creating, managing and rolling out the implementation of a marketing strategy for Shambala 2026

### **Responsibilities Include:**

- To sit on the Senior Leadership Team, working closely with the Managing Director, Events Director & Creative Director to oversee the operational day to day running of the company activity
- To report to the board of directors on sales activity and the performance of marketing activities
- To play a lead role in managing the ticket agent, in terms of sales strategy, customer experience, price points, promo offers and mechanics
- Responsibility for the creation and effective management of marketing and media budgets
- Line management of Marketing & Design Associate, to include 1-2-1s and appraisals
- Top level management oversight of all existing digital platforms (website, social media channels, e-newsletters, phone app, customer service inboxes)
- To hold management oversight of all social media channels and customer service inboxes and public comms
- To create and roll out engaging campaigns to bring greater awareness to the public about Shambala Festival - from creative announcements to sustainability initiatives or fundraisers
- To work closely with the music department, programmers and agents to co-ordinate line up releases

- To work closely with the event team, to effectively communicate crucial aspects of the festival, from accessibility and safety, to the marketing of various additional extras
- To work closely with the finance team, on both ticket and merchandise sales
- Media spokesperson for Kambe Events and all of it's projects
- Management and oversight of effective targeted paid ad campaigns to increase ticket sales
- Management for the design, creation and release of the on site festival app, printed programmes and various lines of merchandise
- Recruitment and management of all photographers and press gallery
- Recruitment of video teams and management of all video output, from creative concepts through to film, edit and release
- Management of the on site media cabin and responsibility for press and journalists attending the festival
- Responsibility for crisis communications, including liaising with lawyers, police and crisis communication organisations when needed
- Responsible for collating detailed post event feedback and data, and using this to create detailed reports and recommendations

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## **ABOUT YOU**

We are looking for a motivated person who is passionate about great events and who values working as part of a dynamic and successful team. The key attributes for this role are excellent communication skills (both verbal and written), a highly creative mindset, strong budget management abilities, an ability to multi-task and the ability to stay calm under pressure. A strong sense of empathy, ethics and purpose will be crucial.

Kambe Events recognises the positive value of diversity, promotes equality and challenges discrimination. We welcome and encourage job applications from people of all backgrounds.

## ESSENTIAL SKILLS AND EXPERIENCE:

- Previous experience in a senior marketing position in a festival environment or similarly complex arts event
- Proven prior experience of creating and delivering successfully marketing and communication strategies and budget management
- Prior experience of managing relationships with external suppliers, such as PR agencies, designers, printers, video and photography teams
- Line management experience
- A highly creative individual with an eye for design
- IT and web proficient, with experience using website interfaces like Wordpress, as well as the Microsoft Office suite
- Experience of dealing with the press, and confidence in public speaking, media appearances and interviews
- Excellent copywriting skills and the ability to inhabit the festival's established 'tone of voice'
- Highly organised and proficient in project, data and people management
- Capability to balance multiple projects / workflows, with significant multi-tasking skills
- Prior experience of effective digital advertising campaigns including Meta advertising
- Solid industry knowledge and awareness of the wider festival and events landscape
- A solid knowledge of inclusive language and best practice when it comes to inclusivity in comms.

## DESIRABLE SKILLS AND EXPERIENCE:

**(If you don't have all these, we still want to hear from you, 'desirable' is the key word!)**

- Prior experience of using eventree or similar event management software
- Proficient in using project management software such as Asana
- Proficient with Adobe creative software - particularly Photoshop, InDesign, Premiere Pro
- Experience of working with app developers
- Crisis communications experience

## PERSONAL ATTRIBUTES:

- A passion for the arts, for good music and sustainability!
  - An interest in social justice and equality
  - Flexible and adaptable - and willing to work on-site for periods of time
  - Calm under pressure
  - Great leadership skills
  - An empathetic and kind team mate
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## **HOW TO APPLY**

Please submit your CV and a cover letter explaining how you meet the person specification , and why you're applying for this role by 5pm on Tuesday 18th March, to [info@kambe-events.co.uk](mailto:info@kambe-events.co.uk)

Please ensure you include the job title for the role you are applying for on all correspondence.

Applicants will be shortlisted and notified by Tuesday 25th March 2025.

Interviews will provisionally be held on the 1st and/or 2nd April 2025, in Bristol.

Please be available for interview on both of these days and make this clear in your cover letter along with the earliest date that you would be able to commence employment, should you be successful.

We reserve the right to keep open the application period beyond the 18th of March and hold a second set of interviews.

We are aiming for the right candidate to start between in mid April/early May but understand this may be dependent on existing commitments and notice periods.

Kambe Events operates under UK Employment Law and we will require evidence of your right to work in the UK at interview stage.

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## **COMPANY BACKGROUND & ETHOS**

Successful event production involves many diverse but specific challenges. Kambe has a wealth of experience in the outdoor events industry in both the public and private sectors. We offer complete event planning management and logistics services, or bespoke needs based solutions to a range of clients.

Kambe has always been committed to a sustainable and greener future for all. We believe the events industry has a critical, inspirational role, to play in this future. As such, we work to a stringent ethical and environmental procurement policy.

Environmental and ethical impacts are key considerations in all decision making processes of the organisation and in our working environments. Kambe places value on the intrinsic links between people, planet and profit. We strive effectively to reduce our carbon footprint, reduce waste, conserve natural resources, reduce energy consumption and support new technological development.

Members of our team will work with clients and colleagues alike, in a professional, friendly, reliable, pragmatic and committed way. Kambe places emphasis on training, continual professional development and regularly re-visiting industry best practise.

Kambe strives to be fair and clear in our dealings with everyone, whether client, contractor or festivalgoer. We support increasing accessibility and equality in the events we are involved in, and are genuine in our pursuit of providing a safe, enjoyable and good value experiences for all.

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## **EQUAL OPPORTUNITIES**

It is the policy of Kambe Events to treat all employees and job applicants fairly and equally regardless of their sex, sexual orientation, marital status, race, colour, nationality, ethnic or national origin, religion, age, disability, or union membership status.

Furthermore the Kambe Events will ensure that no requirement or condition will be imposed without justification, which could disadvantage individuals purely on any of the above grounds.

The policy applies to recruitment and selection, terms and conditions of employment including pay, promotion, training, transfer and every other aspect of employment.

Kambe Events is committed to the implementation of this policy and to a programme of action to ensure that the policy is, and continues to be, fully effective. All staff are required to comply with the policy and to act in accordance with its objectives so as to remove any barriers to equal opportunity.

Any act of discrimination by employees or any failure to comply with the terms of the policy will result in disciplinary action.