



**MANCHESTER
ANIMATION
FESTIVAL**

RECRUITMENT PACK:

MAF Marketing Manager 2026



Marketing Manager (2026)

- Contract Type:** This is a fixed term contract.
The role commences on Mon 31 Aug - Fri 27 Nov.
- Salary:** £28,000 pro-rata
- Work Days:** The post is 3 days per week Mon 31 Aug - Fri 27 Nov (24 hours per week)
The post holder will need to work full time (5 days per week, 40 hours per week) for one week before and the week of the festival Mon 2 - Fri 13 Nov.
The post-holder must be available for the main festival period 8-13 November.
- Holidays:** 25 days per annum pro rata, plus statutory holidays, which for this fixed term contract is 6 days.
- Hours of work:** All standard days are to be 8 hours.
This post requires flexible working.
- Location:** This post may be carried out remotely (within the UK), but they will need to be in Manchester for the full duration of the festival, and for other key events before the festival.

Additional Requirements: The post holder must have access to their own laptop computer.

Responsible to: Production Manager

Manchester Animation Festival is the UK's largest animation festival, with a range of events including screenings, masterclasses, Q&As, workshops, panels and much more. The festival invites the international community to join us to delight in all things animated; and has worked with organisations such as Netflix, Disney, Apple, Sky, Aardman, Cartoon Saloon, Blue Zoo, Nickelodeon, the BBC and many more on special events and screenings. MAF is an Oscar® and BAFTA qualifying film festival.

The Marketing Manager will be a key member of the festival team, responsible for developing, delivering and analysing effective marketing and communications for the festival across several platforms including Social, Newsletters and Print. You will work with our social media team and press agency to focus on growing brand awareness, audiences, profile and sales. Our ideal candidate will be motivated and enthusiastic with excellent communication skills and strong attention to detail. They will be very organised, proactive and confident in working independently towards tight deadlines ensuring that the festival is delivered to the highest quality.

Main Duties and Areas of Responsibility, these include but are not limited to:

Planning and Execution

- Plan and oversee MAF's marketing and communications strategy in consultation with the Festival's Director and Producer, ensuring target audiences are engaged while increasing sales, brand awareness and audience development.
- To oversee and feed into the marketing budgets for the Festival ensuring best value is obtained from all key suppliers and ensuring compliance with procedures.
- To develop joint marketing initiatives with stakeholder organisations, acting as a key point of contact with appropriate external bodies.
- Audience Analysis: Conduct regular analysis to gain insights into the demographics, preferences, and behaviours of our target audience in the UK. Utilise this data to tailor content, optimise posting times, and refine engagement strategies to effectively connect with the audience.
- Trend Monitoring: Stay informed about current trends, news, and updates within social media and the broader digital landscape. Adapt strategies swiftly to capitalise on viral trends or address potential challenges. Research and maintain awareness of main competitors' marketing strategies
- Build and maintain positive working relationships with external film and arts organisations, contacting them for cross-promotion
- Work with the the rest of the team to help identify new audiences to engage with and share offers where appropriate
- Seeking out any alternative/new digital marketing technologies that may provide new opportunities
- Ensure that tone, visual style and messaging are consistent throughout the platform.
- Ensuring communication and marketing strategy has equality, diversity, and inclusion at its core, making our channels and platforms accessible, inclusive and open to all, and working to actively engage with a diverse range of organisations, talents and individuals.
- Ensure that all communications and mailing lists are consistently GDPR compliant.

Sponsors

- Work closely with Head of Partnerships and Development, and Festival sponsors as required to ensure all sponsor and funder marketing benefits and obligations are met and branding regulations are adhered to and to maximise branding opportunities for sponsors.

Social Media/Video Content/Newsletters/Print

- Work with the Social Media team to develop and execute a comprehensive marketing strategy to promote the festival to a wide audience.
- Ensure engaging social video content is produced in partnership with the Social Media team.
- Work with our Social Media Team, to oversee content assistants and volunteers during the festival to ensure strategies are delivered.
- Work with the Social Marketing team to develop key assets and toolkits to share with guests and sponsors about their engagement with the festival

- Oversee the creating, printing and distribution of promotional material while liaising with external agencies
- Creating regular newsletters with an increasing open rate and CTR (including daily festival newsletters) and devise strategies to expand our mailing database and followers
- Responsibility for blog and articles (working with our social media team).
- Use social listening skills to monitor conversations around MAF, gather feedback and create new strategies.

Evaluation

- Evaluating campaign successes with data and reporting to the Board, key funders, and sponsors (including the main festival evaluation).
- Arrange events feedback surveys and feed results into the festival evaluation

Other

- Work closely with the PR agency to ensure marketing and press activity are coordinated, and to help deliver the programme launch
- Oversee freelancer designer, web designer, printers and press/media relations.
- Crisis Management
- Coordinating the creation of photo and video content at key events and integrating it in our digital marketing campaigns. Overseeing the festival photographer and videographer including schedules.
- To work with the box office manager to track sales progress and identify strategic gaps and opportunities.
- To represent MAF to stakeholders, cultural and business partners and the press/media.
- Championing inclusivity and diversity within the industry.
- Contribute to management and team meetings in respect of programme and resource planning.
- Attend and present to meetings of the Board of Directors as required.
- Comply with MAF's policies and procedures including, but not limited to, Code of Conduct, Environmental and Sustainability, Tackling Bullying and Harassment and Privacy Policy.
- Be an advocate for Manchester Animation Festival wherever possible and give accurate and approved updates to third parties
- Writing appropriate sections of the MAF festival evaluation and debrief, and attending post-festival debrief
- Cover any other duties relevant to the post as required by the Festival Director or Producer.

PERSON SPECIFICATION

Essential

- Proven experience in marketing and branding, preferably in the entertainment or cultural sector.
- Minimum of 2 years of experience in marketing roles
- Experience of devising, implementing and monitoring integrated marketing campaigns, including experience of briefing designers, working with agencies and internal marketing colleagues
- Previous experience in managing marketing teams and budgets
- Experience with audience segmentation, targeting, and data-driven decision-making
- Strong understanding of digital marketing strategies, including SEO, and social media advertising.
- Strong IT skills including MS Word, MS Excel and MS Outlook
- Hands-on experience of writing and producing video content specifically intended for social media.
- Proficiency in marketing software and tools, such as Google Analytics, Adobe Creative Suite, Mailchimp and Wordpress.
- Excellent writing and communication skills, including copywriting and proof-reading.
- Experience of working with key stakeholders, partners, sponsors and funders
- Strong interpersonal and communication skills with the ability to work as a supportive team member.
- Positive and enthusiastic attitude, motivated, proactive, and professional.
- Confidence and ability to work without direct supervision, organise own workload, meet deadlines and manage a variety of tasks
- Strong organisational skills, with excellent attention to detail
- Access to own laptop computer
- Ability to be flexible and respond to changing priorities
- Commitment to achieving high standards
- Responsible and reliable
- To work in an open and collaborative way
- Diplomacy and discretion
- Able to work evenings and weekends during the festival where required

Desirable

- Bachelor's degree in marketing, communications, or a related field
- Interested in animation and the work of the festival
- A portfolio of successful marketing campaigns or projects that demonstrate creativity and results.
- Experience of working in large-scale festivals and events
- Knowledge of Eventive
- Knowledge of Airtable
- Knowledge of Photoshop, InDesign, and Video Editing software

How to Apply

You are invited to apply for this role by submitting an up-to-date CV plus either:

1. a covering letter (1 page) that addresses the job description and criteria above; or
2. a short video letter (of up to 8 minutes in length), explaining what attracts you to the role and what you would bring to it.

If you have any questions (including requests for printed forms or access support) or would like to discuss the role prior to applying please contact: Greg Walker on greg@manchesteranimationfestival.co.uk

Please submit applications [via this form](#)

Deadline for applications: 16:00 on Monday 3 August 2026.

Interviews will take place on Thursday 6 and Friday 7 August 2026.