

GDIF

Communications & Audiences Officer Recruitment Pack





About Greenwich+Docklands International Festival

Recently described in the Guardian as “one of the best free festivals in the UK. Whose annual contribution to the happiness of the people of London is unrivalled”, **Greenwich+Docklands International Festival**, affectionately known as **GDIF**, has been surprising and delighting audiences since 1996 with its annual programme of free outdoor theatre, circus and dance.

Across 17 days each summer, GDIF welcomes audiences of more than 55,000 to a free outdoor programme of ambitious performing arts, often featuring extraordinary staging in public spaces across Greenwich, East London, Thamesmead and the City of London. Shortlisted as ‘Producer of the Year’ by **The Stage Awards 2025**, in recent years GDIF has staged critically acclaimed performances on a **moving double decker bus**, a **3 tonne block of melting ice** and on the **façade of St Paul’s Cathedral**.

Every **GDIF performance** is free to attend. Advocating for inclusion and integrated access are core to GDIF’s values and in 2023 GDIF became the first festival in the UK to be awarded the Platinum level for accessibility by **Attitude is Everything**, recognising the festival’s profound commitment to removing barriers between audiences and the arts.

GDIF is the flagship annual event produced by **FESTIVAL.ORG**, one of Europe’s leading outdoor arts producing organisations and charities, renowned for producing ambitious, inclusive and accessible outdoor events in the UK and beyond.

About the role Communications & Audiences Officer

We are looking for an enthusiastic and organised team player to join us as Marketing and Audiences Officer to help devise and deliver the marketing and communications campaign for Greenwich+Docklands International Festival 2025.

A confident communicator and meticulous administrator, you’ll interface with internal departments, visiting artists, funding partners and local audiences whilst using excellent organisational skills to manage a complex, exciting workload spanning all the key functions of GDIF’s communications strategy.

As our busy and ambitious festival comes to life in public spaces across London between 22 August-7 September you will coordinate marketing functions on event sites, acting as a key point of contact for production teams, photographers, videographers, press and GDIF funding partners.

This is an exciting fixed-term opportunity for an early-mid career professional motivated to develop new skills and cultivate expertise in festival marketing, audience development for outdoor arts events and accessible digital strategies for Deaf, disabled and neurodivergent audiences.



The Details **Communications & Audiences Officer**

Job title: Communications & Audiences Officer
Reports to: Head of Communications & Audiences
Working with: Producing Team, Access Team, Marketing Team and external agencies
Contract: Freelance fixed term, May - September 2025
Freelance fee: £10,800 fixed fee (80 days at £135 per day) paid monthly upon receipt of invoices.

Working days: Part time from May scaling up to full time in August and September. Although the timeline for the role is to be mutually agreed by the successful applicant and the Head of Communications & Audiences, the scope of work is expected to look something like:

Availability: **May:** 3 days per week; **June:** 4 days per week; **July:** 4 days per week; **August:** 5 days per week; **September:** 12 working days.

Must have full availability (inclusive of weekends and evenings) for GDIF 2025 dates: **22 August - 7 September**. Some occasional evening or weekend work may be required in the lead up to the festival for which you will be paid in full.

Location: This role is office-based. The FESTIVAL.ORG office is in North Greenwich, South East London. Standard office hours are 9.30am - 6pm.

As part of Greenwich Peninsula's Design District FESTIVAL.ORG employees are entitled to Design District Membership benefits including free weekly Yoga, 10% off at the Bureau Cafe, happy hour Thursdays and access to coworking spaces.



Person specification

Essential:

- A passion for the work Greenwich+Docklands International Festival does and its mission to nurture communities through free outdoor arts.
- Demonstrable, applicable experience working in a marketing or communications role;
- Excellent accuracy skills with a meticulous attention to detail;
- The ability to work as part of a team whilst also working proactively and independently;
- Excellent communication skills, with a demonstrable ability to communicate confidently with team members and external stakeholders;
- Commitment to championing diversity and accessibility at every level of the organisation with the proven ability to work with people from a wide range of backgrounds;

Desirable:

- An ambition to pursue a career in marketing and/or communications;
- Experience in a marketing and/or communications role in the performing arts or events sectors;
- Demonstrable passion for and experience in engaging diverse audiences;
- Experience using relevant software including Adobe Creative Cloud, Wordpress and Mailchimp;
- Proven experience growing digital and social media audiences;
- An awareness of access and inclusion best practices and strong editorial judgement;
- A knowledge of the boroughs and communities in which GDIF 2025 will take place.



Job description

Digital Marketing and Administration

- Manage the day-to-day functionality of GDIF's website using WordPress (training available); taking initiative to make the site more useful, exciting and accessible;
- Lead on digital filing system (using Dropbox and SharePoint) for the marketing department ensuring information and assets are organised in a timely fashion and able to be shared internally and with press, partners and external freelancers.
- With the Head of Communications & Audiences, devise fresh and inclusive social media strategies for GDIF 2025 across key channels including TikTok, YouTube and Mailchimp;
- Lead on creative planning and idea generation for social media content and campaigns including innovative approaches to creating and curating content that engage young people;
- Lead on elements of the GDIF 2025 social media campaign using excellent social media writing skills, social media management systems and scheduling tools;
- With the support of the GDIF Access team, deliver and go beyond best practices in regard to access and inclusion;
- Produce in-house digital assets (images, graphics, video) that can be used across social media platforms using built-in social platform tools;
- Using photography and storytelling skills, generate reels and TikTok style content at GDIF's 2025 events;
- Produce copy that is optimised for social platforms and formats, inline with GDIF's identity and tone of voice;
- Liaise with GDIF artists, partners and internal teams to coordinate and implement reaching shared marketing objectives.

GDIF Event Sites, Partnerships and Audiences

- Act as a key marketing contact for GDIF partners and community organisations, supporting the Head of Communications & Audiences in ensuring key marketing/funding functionalities and expectations are efficiently managed;
- Liaise with engagement team members in reaching under-represented and under-served audiences;
- Connect with the international and UK artists that are coming together at GDIF 2025 to cultivate ideas and contribute to communication strategies
- Collaborate with the Volunteer Coordinator to enhance and achieve GDIF's communications and marketing goals including distribution of print materials and front of house functionalities;
- Working alongside the Head of Communications & Audiences, devise site plans, signage and branding strategies for GDIF 2025 events;
- Working alongside the Head of Communications & Audiences, devise and deliver strategies to collect donations and collect audience feedback at GDIF 2025 events;
- At GDIF 2025 events, act as a key point of contact for photographers, videographers, journalists and invited VIPs.
- At GDIF 2025 events, lead on the coordination of event sites ensuring impactful brand presence and positive audience experiences.
- Feed into the creation and distribution of GDIF 2025 print materials including the annual brochure;
- Alongside other members of staff, attend various community-focussed events to raise awareness about GDIF 2025 and opportunities to get involved with the festival.
- Attend Disability Equality Training and Wellbeing training ahead of the festival.



How to apply

To apply please send us

1. A completed application form*
2. A completed equal opportunities form

The application and equal opportunities forms can be downloaded from our website festival.org/work-with-us.

Applications should be addressed to **Shaun Evelyn**, Head of Communications & Audiences: shaun@festival.org with your name and Communications & Audiences Officer Application in the subject line by 9am Friday 21st March 2025. We are particularly keen to interview Global Majority, Deaf and disabled applicants who are currently underrepresented in our organisation; reasonable adjustments for Deaf and disabled applicants will be made.

If you have any questions regarding the role or your application please contact **Shaun Evelyn**, Head of Communications & Audiences at shaun@festival.org.

Interviews

Interviews will be held Tuesday 8 April in person, in North Greenwich. Interview questions will be sent 5 days in advance. Applicants will be scored on how their experience matches the person specification. Our building has level access, a lift and accessible toilet facilities. Please let us know if you require any access adjustments for your interview.

Accessible Recruitment: Disability Confident Leader

*Other application formats are accepted as an access adjustment (ie BSL video applications, or CV plus no more than 2 sides of A4 cover letter). Please note, if you wish to submit in an alternative format, instead of the application form, ensure that you provide the following information: 1. Your pronouns; 2. Whether or not you have the right to work in the UK; 3. Details of any criminal convictions you have had, excluding any considered 'spent' under The Rehabilitation of Offenders Act 1974 (minor motoring offences should be disregarded); 4. 2 professional referees including name, address, occupation, telephone & email address.

FESTIVAL.ORG is a Disability Confident Leader, which means disabled candidates meeting the minimum essential criteria are guaranteed an interview. It should be noted that we reserve the right to limit the number of interview slots offered to all candidates dependent on the volume of applications.



The Air Between Us, Rodney Bell & Chloe Loftus © David Levene
Front cover: Audiences at Island of Foam, Stephanie Luening © David Levene