



Purbeck Art Weeks Festival: Event Publicity & Marketing Manager

Purpose of the role

To lead the marketing and audience development of the Events Programme, increasing attendance, strengthening Purbeck Art Week's profile and ensuring audiences are aware of the full programme well in advance of the Festival.

Purbeck Art Weeks Festival (PAW) takes place annually for a fortnight during the last week of May and the first week of June. It's a mix of artists' Open Studios, Exhibitions, Concerts, and other Events. We aim to share excellence and bring into Purbeck world class musicians and other performing artists that the local population does not normally have access to. We focus on Early Music, and always include some sort of creative and innovative performance involving community groups. For further details of what we do please go to our website at www.purbeckartweeksfestival.co.uk

PAW is based in Swanage, Wareham and Corfe Castle and the surrounding villages – in Purbeck on the Jurassic coast in Dorset.

Position within Purbeck Art Weeks Festival (PAW)

The post holder will be based in the PAW Publicity Group and will work in close co-ordination with them, and will be expected to join their quarterly meetings in person or remotely.

The post holder will report to the Events Coordinator and Publicity Group Coordinator.

Key responsibilities

- Develop and deliver the Events marketing plan.
- Coordinate publicity for concerts and events
- Liaise with artists to obtain biographies, photographs, videos and promotional content.
- Coordinate event listings across specialist and regional media.

- Develop relationships with publications and organisations such as Continuo Connect and other classical music networks.
- Coordinate flyer, poster and brochure distribution, liaising closely with existing distribution systems and volunteers.
- Promote collaborations between the Events and Visual Arts programmes.
- Support website updates and social media activity.
- Coordinate newsletters and audience communications plus exchange with other festivals
- Monitor ticket sales and marketing effectiveness.
- Develop audience development initiatives and partnerships with other festivals and venues.

Skills

- Experience of arts marketing and publicity.
- Excellent written communication.
- Strong organisational and project management skills.
- Understanding of classical music and live events.
- Experience with digital marketing and audience development.

Commitment

Average 1 day (7 hours) per week, spread as required over the period.

January – June

Approximately **26 days (182 hours)**

Remuneration

£4,000

Application process

Please apply in the first instance with an Expression of Interest and your CV. Please tell us a bit about yourself, how you would approach the job, why you think you would be the right person for the job, and your indicative costings.

Ideally we would like to hear from you by October 16 2026. Interviews will take place soon after that. The start date will be January 1 2027. The first Publicity Group meeting that you will be expected to attend will be Tuesday January 5th 5.30 pm.

Please send your application to Jo Colvile, PAW Administrator, at hellopaw@outlook.com

PAW Team

August 2026