

Recruitment information - Freelance Marketing and Communications Manager

XTRAX is looking for a Freelance Marketing and Communications Manager to work across all of our projects, promoting our events, activities, brand and values.

This will involve working with our small staff team, plus a range of local, national and international partners.

Our work is mostly sector facing so the role will involve managing communications to arts professionals and those working in the Outdoor Arts and festivals sector. This includes artists, bookers of outdoor work, festival personnel including marketing leads and artistic directors, agents, company tour managers, producers, cultural managers at local authorities, international institutes, policy makers and other stakeholders.

This document contains an over view of the post. We hope this gives you all the information you need to submit a proposal, but if you have any questions please contact Maggie Clarke, Director, maggie@xtrax.org.uk



Above; Stop Gap; below XTRAX Showcase event



Always Drinking Marching Band (Spain) in XTRAX Platform4Fest



XTRAX BACKGROUND

XTRAX supports the development of inspirational outdoor performance and delivers UK and international showcases, tours and events. Established in 2001, we believe that everyone has the right to experience great art in the streets, parks and public spaces where they live, and we help to make that happen. Based in Manchester but with a global outlook, we champion international mobility, brokering UK and international partnerships to help artists and festivals create extraordinary experiences for audiences, and to enable artists to generate touring income from their work.

In our 24 year history we have delivered many events in the UK and internationally, as well as producing and touring a number of significant projects, including the large scale aerial show, [As the World Tipped](#), which toured to major festivals in Europe, Asia, South America and Australia.

In 2007 XTRAX was a founder member of [Without Walls](#), and led the management and development of the network over 16 years, securing regular funding from Arts Council England and the successful expansion of the network. In April 2023, as part of a planned restructure, XTRAX stepped back from managing Without Walls, in order to focus on a more diverse range of projects in the UK and internationally.

A big part of XTRAX work are our showcase events which bring promoters, presenters, artists and producers from around the world in the context of a festival, to meet, network, see shows and explore issues of interest to the sector. XTRAX has delivered showcases and professional meetings in association with many festivals and events in the UK and internationally, and this continues to be a focus of our work, particularly supporting UK artists to develop international relationships.

XTRAX is a Company Limited by Guarantee with a Board of Directors to whom the staff are accountable.



Umbra, Company Chameleon



A Tempo Circ (Spain) at XTRAX Platform4Fest



Roles and responsibilities of the freelance marketing and communications manager

The main purpose of the post is to support the XTRAX team to promote XTRAX activities through a range of channels including email distribution, social media, website, print and in person activities.

XTRAX main projects in 2025 include

- Planning and delivering an exchange programme with [La Mercè festival](#) in Barcelona (September 23-28)
- Delivering a [showcase event](#) in association with Stockton International Riverside Festival (August 1-3)
- Supporting a number of new projects and international collaborations by UK artists
- Developing [XTRAX international online directory](#)
- Exploring new collaboration and consultancy opportunities for XTRAX

The post holder will be required to work across all these projects, working alongside a number of UK and international partners.

The roles will include:

- Coordinating marketing and communications plans across a range of partners for key events
- Preparing and issuing regular mailings and newsletters, promoting XTRAX activities and events.
- Developing and maintaining content for the XTRAX website, supported by a Website Developer.
- Ensuring contacts, mailing lists and data base content is maintained and developed as required.
- Utilising social media channels to promote XTRAX work
- Creating print and promotional materials as required to support XTRAX events and activities, including preparation of leaflets, fliers, brochures, films, banners and other branded materials in multiple languages
- Print preparation including writing copy, liaising with partners on sign off, briefing and liaising with designers and printers.
- Ensuring XTRAX is correctly acknowledged in partners marketing materials, including distribution and usage of brand guidelines documents as required
- Ensuring XTRAX has quality documentation of events and activities
- Contributing to press and media relations planning
- Preparation of reports and documentation materials to support organisational promotional efforts
- Supporting advocacy, promotion and fundraising
- Representing XTRAX at meetings with partners such as Local Authority, festival partners and other industry organisations.

This is not an exhaustive list of responsibilities and the contractor will work with the Director and Producer to prioritise workload.

Terms of contract

We are looking for someone who can work with us from the office in Hulme, Manchester, though some remote working is possible.

It is anticipated that the workload will require 1 day a week or 4/5 days per month, dates and times to be agreed.

We anticipate the fee to be in the region of £200 per day, to be negotiated, for a period of 12 months, with possible additional work at busy periods to be negotiated.

We imagine this would suit a freelance contractor but we are open to discussion about a possible employment contract if this is preferable to the right candidate.

How to apply:

Please send your C.V. and a covering letter detailing your experience. Please also indicate approximately when you would expect to be able to start if you were offered the post.

Please send your application by email to maggie@xtrax.org.uk

Deadline Monday 9th June 16.00

Interviews will be arranged later that week.

If you would like to discuss this role please contact maggie@xtrax.org.uk

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Gandini present SMASHED at Seoul Street Arts Festival 2017, as part of XTRAX UK Focus programme