



OVERVIEW OF ROLE

You will be developing the Outlook Worldwide Network we created last year. This is a worldwide network of individuals and companies that are active within the world of Sound System Culture.

You will use a number of research methods in order to build and refine the pre existing database of contacts that form a worldwide network for Sound System Culture.

Through your research you will gain a detailed insight into the world of sound system culture and act as an ambassador for Outlook festival becoming point of contact for these individuals and companies, forming successful relationships and furthering the current network that the festival has built up over the years.

In addition to the development of the worldwide network you will assist in the planning and management of the Conference for Sound System Culture which will take place as part of the knowledge arena at this years Outlook Festival.

RESPONSIBILITIES

Worldwide Network Development

- Develop a plan to research and compile an exhaustive database of contacts that fall under the banner of Sound System Culture.
- The music affiliated with Sound System Culture includes;
 - Drum & Bass and Jungle
 - Dub & Reggae
 - Dubstep
 - Grime
 - Hiphop
 - Garage
 - Bass Music
- Highlight Towns & Cities across the globe which should be researched into.
- Utilise online platforms to research individuals and companies that are active within the worlds of Sound System Culture. People active in sound system culture would include;
 - Promoters
 - Sound System Crews
 - Record Labels

- Record Shops
- Venues
- blogs, online magazines, print magazines, regional listings sites

- The research platforms that you should use to gather this information should include;
 - Google
 - Facebook
 - Resident Advisor
 - Music blogs and event listing sites
 - Third party referrals & information (speak to people!)
 - Our festival customers

- Once contact details have been gathered it will then be your role to reach out to this database of people and build valuable relationships with them. Each contact that you approach will need a number of correspondence to take place in order to build a good relationship and provide them with the information that they will be searching for.

- Utilise the contacts you have made to further build your database.

Conference For Sound System Culture;

- Assist the Worldwide Network Manager in the development of the timetable for the conference for Sound system culture.

- Work with the design team to create a promotional programme which you will send out to potential attendees

You will be working with the Marketing and Promotions department headed by Andy Lemay.

You will have weekly status meetings on the final day of your week (tbc), alongside a 6-week review and end of placement review. You will be sent calendar invites once the dates have been confirmed with management.

As well as the specified roles above there may be a variety of additional roles you will be assisting with during your placement to help get the most out of your time with the festivals and provide varied experience working within Marketing and Promotions department.

To apply please email a copy of your CV and cover letter to info@outlookfestival.com with the subject - 'JOB - Outlook Worldwide Network'