



Job Description

Job Title: Marketing and Communications Officer

Responsible to: Marketing Manager

Bristol Beacon is a music charity, renowned venue and award-winning music education hub. We're here to help make space for music every day, with everyone. We do this through a remarkable programme of live music performance, participation, and education. Our vision is to unite people through the joy of live music and believe that doing so has the power to create a better society for all of us.

Part of Bristol's cultural heritage for 150 years, Bristol Beacon has hosted some of the world's greatest musicians from Ella Fitzgerald to The Beatles to London Symphony Orchestra. We strive to be a symbol of hope and community, a focal point for music and a place of welcome, warmth and light.

Operated by Bristol Music Trust since 2011, in 2018 we embarked on a major capital transformation of our venue to create a world-class concert hall for the city and region, with accessibility and inclusion at its core. Hailed as one of the most significant investments in cultural infrastructure in the UK in recent times, we reopened in November 2023 with a programme that included landmark commissions, celebrations of Bristol artists and performers, star names in music and comedy, and a blockbuster Orchestral season. With an ambitious ongoing programme of concerts, gigs, festivals, conferences and more, and with new spaces dedicated to education and talent development, we anticipate hosting 800 events and welcoming 400,000 visitors per year from across Bristol, the Southwest and internationally.

As an organisation we are equally and increasingly recognised nationally for our work to grow music education and participation. We have developed our creative learning and engagement work on an unparalleled scale. Our specialisms include working with underrepresented communities, including 2,500 young people with disabilities and in care. As the Music Education Hub lead for Bristol, we deliver the National Plan for Music Education to all children aged 4-18, inspiring 39,000 children in 150 schools, special schools, and youth groups every year. Our community led Transformation Promise programme is backed by strategic funding partners, and includes working with children under five from low-income families, adults in social isolation/with dementia, children in care/care leavers and community musicians.

We are showing further sector leadership through our sustainability commitment to become the first UK concert venue to achieve Net Zero.

We achieve all of this through the work of our vibrant and dedicated staff team. We aspire to reflect the city of Bristol and its people; we value individual difference and place great importance on inclusion, wellbeing, and staff engagement, so that our team can be their best selves at work.

Marketing Team

The Marketing Team is led by the Director of Communications and the Head of Marketing and is responsible for the promotion and advocacy for all Bristol Beacon activities. As well as being responsible for Bristol Beacon's brand and undertaking all day to day press and marketing needed to sell Bristol Beacon's shows, commercial hire opportunities and promote Bristol Beacon's learning and engagement programmes, the Marketing team also play a key role in helping to set customer service standards, monitor and conduct audience research and market insight and advocate for Bristol Beacon in the city and beyond.

Purpose of the Role

The Marketing & Communications Officer is responsible for promoting Bristol Beacon and all aspects of its work as specified in the marketing strategy. The role has particular focus on creating and executing marketing campaigns to drive revenue and engagement through Bristol Beacon's programmes of artistic, learning, and engagement work, as well as contributing to marketing initiatives aimed at growing Bristol Beacon's brand and deepening engagement with audiences.

The post-holder will also contribute to and lead on aspects of communicating Bristol Beacon's impact and wider organisation goals, telling the engaging stories of the organisation through a variety of channels. The post-holder will support the work of the Director of Communications, Head of Marketing and Marketing Managers alongside the other Marketing Officers and will support the Marketing Assistant and guide as needed.

Key Responsibilities

1. To lead on proactively planning, coordinating, executing, and evaluating diverse and creative multi-channel marketing and communications campaigns for Bristol Beacon, within defined areas of responsibility, reporting to relevant Managers on required budget spend.
2. To monitor and evaluate the success of campaigns to maximise their effectiveness, and ensure they are integrated and coherent with wider marketing and communications activity.
3. To utilise all available marketing and communications channels, including e-comms, social media, print and digital advertising, PR and others as agreed as part of well-rounded marketing and communications campaigns.
4. To maintain, develop and evaluate Bristol Beacon's organic social media presence on a daily basis, working with suppliers as well as being on the ground and hands on with capturing and sharing the work of Bristol Beacon, and to work with the Digital Marketing Manager to establish KPIs and opportunities for channel development.
5. To establish and maintain good contacts with Bristol Beacon stakeholders, from PR agencies to concert promoters, schools to suppliers and freelancers, in support of promotion and brand building activity.
6. To work with the Head of Marketing and Marketing Managers to implement strategic audience development initiatives.
7. To oversee, co-ordinate and undertake the design, production and distribution of print and digital marketing assets to the agreed quality standards, including writing briefs.

8. To be responsible for creating and co-ordinating digital activity including overseeing dynamic content creation, copywriting and posting of web and social media content in co-operation with the wider Marketing Team.
9. To be proactive in exploiting publicity opportunities for editorial and media coverage to achieve defined communications goals for Bristol Beacon
10. To commission and disseminate quality evaluation materials and media linked to Key Performance Indicators; and to undertake market/customer research as required.
11. To utilise data effectively and responsibly, complying with all GDPR and legal duties.
12. To undertake general administrative duties e.g. submitting purchase orders, maintain records, archiving etc as required.
13. To work as part of a team and cover colleagues duties as needed and to carry out any other duties that may reasonably be required.
14. On a day to day basis comply with the Policies and Procedures of Bristol Music Trust.

Employee Specification:

Essential – The role holder **must** have the following **Core** and **Additional Role Specific** competencies:

Core Competencies

COMMUNICATION

- The ability to communicate detailed and potentially complex information clearly and courteously to a broad range of stakeholders in a practical way using appropriate methods of communication for each situation.
- Excellent communication skills.

ADAPTABILITY/FLEXIBILITY/PROBLEM SOLVING

- The ability to be receptive to new ideas or ways of working and contribute to new ideas and adapt behaviour accordingly.
- This includes recognising and making use of new marketing opportunities.

PLANNING AND ORGANISATION

- The ability to prioritise workloads and deliver projects to agreed deadlines.
- The ability to make medium plans for a whole project and respond positively to changing priorities and re-plan accordingly.

CUSTOMER SERVICE

- The understanding of the needs of customers and clients and how to meet these needs to enhance customer satisfaction. This may include giving appropriate and timely advice in response to customer/colleague enquiries.

TEAMWORK

- Has the ability to work effectively as part of a team. Covers others during periods of leave and has consideration of others needs and skills. Acts in a supportive manner to the team.
- Seeks ideas and input of colleagues in own and other teams to make best use of team expertise and improve team performance.

Core Competencies

MARKETING

- Experience using social media channels and website CMS interfaces like WordPress
- Experience co-ordinating marketing and communications campaigns.
- Experience creating marketing briefs and working with stakeholders / suppliers.
- Experience of writing for media and/or working with PR agencies.
- A flair for copywriting, accuracy, and an eye for and attention to detail.
- An understanding of content creation tools such as Canva, CapCut or the Adobe suite
- Desire to be hands on and proactive in a busy music venue
- Knowledge and appreciation of music

Occasional Duties

The role holder will carry out any other duty that is reasonably required.

Your usual place of work will Bristol Beacon, but you may be required to work at other locations that are reasonably placed, including Beacon Music Centre, Southmead.

Date created / modified: Oct 2024

Created by: Andy Boreham, Head of Marketing

Approved by: BB HR

Outline of Terms and Conditions:

Role:	Marketing and Communications Officer
Salary:	£27,821 per annum
Contract:	Permanent
Hours:	Full-time, 37 hours
Annual Leave:	24 days leave plus bank holidays, increasing by one day each year to 29 days after 5 years of continuous service
Probationary Period:	6 months
Pension:	Bristol Music Trust operates a Salary Exchange (salary sacrifice) Pension Scheme with a 5% employer contribution, subject to a minimum 4% employee contribution

Application Procedure

To apply please complete the application form on our StaffSavvy recruitment portal, outlining your experience and skills against the employee specification for the role, and describing why you would like to be part of our team. **Please use our Application Guidance when writing your application in order to make the best of your application and to be aware of what we are looking for in shortlisted applicants.**

If you require our application form in an alternative or if you need to provide your application in a different way or have questions about the recruitment process for the role, please contact our People Team hr@bristolbeacon.org

Reasonable adjustments will be made for applicants if required, please let us know if you have any needs. Disabled applicants who meet the essential criteria for the role, will be offered an interview.

We can provide mentors who can give support to applicants who might find this helpful, for example around articulating transferable experience if you haven't worked within the arts before or other areas of the application process that you might need support with. To make a request for this please email hr@bristolbeacon.org please note that we do need some time to arrange this, so requests close to the closing date may not be possible.

If you have specific question about the role, then for an informal chat please contact Andy Boreham, Head of Marketing andy.boreham@bristolbeacon.org

Closing date: 9.00am on Monday 18th November.

Interviews will be held on Wed 27 and Thu 28 Nov.

Bristol Beacon recognise, respect and value individual difference. We are committed to the wellbeing of our staff and to being an Equal Opportunities employer and attracting diverse talent from sections of the community currently underrepresented in the culture sector to help us to develop a more diverse workforce.