



Job Description

Job Title: Marketing Assistant

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 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 Role

The Marketing Assistant will support the Marketing team in helping to promote Bristol Beacon and all aspects of its work as specified in the marketing strategy. The post-holder will support the work of the Head of Marketing, Marketing Managers and Marketing Officers with special responsibilities for creating content on Bristol Beacon's website and social media channels, and managing print promotion and distribution.

Key Responsibilities

1. To assist the Digital Marketing Manager, Marketing Officers, and wider team to maintain and develop Bristol Beacon's social media presence on a daily basis.
2. To work with the Digital Marketing Manager and Marketing Officers to ensure that all new events are entered on to Bristol Beacon's website in time for on-sale, sourcing and inputting supplied content and creating written content where required
3. To work with templates to create marketing assets to announce and promote events and projects at or undertaken by Bristol Beacon
4. Supervised to draft and update general content on Bristol Beacon's website.
5. Supervised to undertake direct digital marketing by assisting with the formatting and sending Bristol Beacon's e-newsletters.
6. Supervised to create content for Bristol Beacon's online and on-site channels and activate marketing campaigns
7. To attend and capture Bristol Beacon events for promotion on social media and to help build Bristol Beacon's brand and reputation
8. To manage incoming promotional print materials for display and distribution in conjunction with Box Office and Front of House teams and to keep stock monitored
9. To proofread marketing briefs, assets, e-newsletters, print drafts and other designed content as needed to ensure consistency and high-quality
10. To update Bristol Beacon's listings on third-party websites and services as required
11. To take responsibility for sharing and storing up to date marketing assets on Bristol Beacon's systems
12. To implement a distribution plan for Bristol Beacon's print material

13. To contribute own ideas to wider marketing plans and specific projects/campaigns and take responsibility for agreed areas
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 clearly and courteously to peers, line managers and customers in a practical way using appropriate methods of communication for each situation.
- This includes demonstrable experience of writing clear copy and accuracy and attention to detail in written and online work.

ADAPTABILITY AND FLEXIBILITY

- The ability to adapt to different situations and tasks, remaining calm, level-headed, and positive under pressure.
- Is reliable and flexible in response to work priorities.

PLANNING AND ORGANISING

- The ability to prioritise workloads, set personal timetables, work to deadlines.
- Provides work on time and to required standards.
- Is able to respond positively to changing business priorities.

CUSTOMER SERVICE

- Has a good understanding of what makes good customer service.
- The ability to look for ways to provide added value for customers.
- Seeks to understand customer needs and deliver to those.

TEAMWORK

- The ability to work effectively as part of a team with consideration and support for the needs of others.

Role Specific Competencies

MARKETING

- A background knowledge of or interest in marketing
- An understanding of content creation tools such as Canva, CapCut or the Adobe suite
- Understanding and experience of using different social media platforms
- Understanding of using digital tools, such as website CMS interfaces like WordPress
- 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.

Place of Work

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

Date created / modified: Nov 2024

Created by: Andy Boreham, Head of Marketing

Approved by: BB HR

Outline of Terms and Conditions:

Role:	Marketing Assistant
Salary:	£25,235.00 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. **We particularly encourage and support applications from disabled and ethnically diverse backgrounds as these groups are currently underrepresented within the arts and culture sectors**

If you have specific question about the role, then for an informal chat please contact the People team on hr@bristolbeacon.org

Closing date: 9.00am on Monday 16th December 2024

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.