



## Job Description

**Job Title:** Marketing Campaigns Officer

**Responsible to:** Marketing Manager

### **Bristol Music Trust**

Run by Bristol Music Trust, and now publicly known as **Bristol Beacon**, we were established in 2011 to run the South West's largest concert hall and promote musical excellence, creative learning and engagement. We announced our name in September 2020. Bristol Beacon is a symbol of hope and community. A focal point for music and a place of welcome, warmth and light.

Bristol Beacon has been part of Bristol's cultural heritage for 150 years, hosting some of the world's greatest musicians from The Berlin Philharmonic Orchestra to The Beatles and Rachmaninov. Our vision is to unite people through the joy of live music. We achieve this through a diverse programme of inspirational musical experiences, which offers something for everybody and encompasses music of all genres including classical, jazz, folk, world, rock and pop, as well as local choirs, orchestras, and schools.

In 2018, we embarked on a major capital transformation to create a world-class concert hall for the region that is the most inclusive in the UK. Prior to transformation, our artistic programme had grown to 450 events and six major festivals, attracting 300,000 visitors per year. Our visitors come from across the UK and abroad with 65% from Bristol. Throughout the refurbishment, we have run a programme of 200 concerts per year in interesting locations, which has maintained crucial engagement with audiences and artists, targeting hard-to-reach groups and disadvantaged areas.

As an organisation increasing in national importance, 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 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, in partnership with The National Foundation for Youth Music and Paul Hamlyn Foundation, works 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 carbon neutral concert hall in the UK.

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.

## **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 community 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. The team are responsible for communications around Bristol Beacon's ongoing transformation, and will be planning the venue's reopening campaign in 2022/23.

## **Purpose of the Job**

The Marketing Campaigns Officer is responsible for promoting 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, the Marketing Manager and Digital Marketing Manager, with special responsibilities for promoter liaison, running multi-channel marketing campaigns, creating print and digital assets, helping to develop Bristol Beacon's marketing insights, and undertaking specific project work.

## **Key Responsibilities and Key Related Competencies**

1. **Communication, Marketing, Planning & Organisation** - To oversee and co-ordinate the design, production, and distribution of Bristol Beacon campaign marketing material to the agreed quality standards, including leading on the production of Bristol Beacon's printed posters, brochures, and programmes, as well as digital assets.
2. **Planning & Organisation, Teamwork, Marketing** - To work with the Marketing Manager and Bristol Beacon's PR Agency to proactively plan, co-ordinate, implement and evaluate diverse and creative marketing and publicity campaigns for each relevant event/project.
3. **Adaptability, Planning & Organisation, Marketing** - To undertake project work as required such as working on marketing and PR plans for wider festivals and events or Bristol Beacon's commercial hire, membership scheme and transformation campaigns.
4. **Communication, Planning & Organisation, Teamwork** - To work with the Head of Marketing and Marketing Manager to implement strategic audience development initiatives.
5. **Communication, Customer Service** - To establish and maintain good contacts with Bristol Beacon stakeholders including audiences, promoters, co-producers, creative partners, artists, and other venues in support of sales and brand building activity.
6. **Teamwork, Planning & Organisation, Adaptability** - To work with the Head of Marketing and Marketing Manager to maintain and develop Bristol Beacon's statistical and marketing insight and integrate its use into marketing planning and development.
7. **Teamwork, Communication, Adaptability** - To work with the Digital Marketing Manager and Marketing Assistant to plan and deliver integrated campaigns on digital platforms including Bristol Beacon's website, email database, social media channels, third party listings sites.

8. **Communication, Planning & Organisation** – To oversee the maintenance and distribution of all printed materials on site at Bristol Beacon and to partner venues and work with key suppliers to ensure timely distribution
9. **Planning & Organisation, Marketing** – To maintain Bristol beacon’s listings and regular advertising with key publications and media outlets across the city and region
10. **Planning & Organisation, Communication** - To commission and disseminate quality evaluation materials and media linked to Key Performance Indicators; and to undertake market/customer research as required.
11. **Planning & Organisation, Communication** - To undertake general administrative duties e.g. submitting orders and processing invoices as required
12. **Adaptability, Planning & Organisation, Teamwork** - To carry out any other duties that may reasonably be required.
13. **Communication** - 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**

- Excellent communication skills
- 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

##### **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

### **Additional Competencies**

#### **MARKETING**

- An interest and appreciation of music and music marketing
- A knowledge of digital marketing tools and social media channels
- Established, demonstrable experience co-ordinating marketing and communications campaigns
- Experience creating design briefs and managing design projects
- Experience of writing press releases and working with PR agencies
- A flair for copywriting, accuracy, and an eye for and attention to detail

### **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, based in Southmead.

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Date created / modified: March 2022

Created by: Head of Marketing

Approved by: People Team

### **Outline of Terms and Conditions:**

Role:	Marketing Campaigns Officer
Salary:	£24,500.00 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 our application form and equal opportunities monitoring data 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 to [hr@bristolbeacon.org](mailto:hr@bristolbeacon.org)

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 Manager on 0117 204 7108.

- We can provide mentors who can give support to applicants who may not have worked in a cultural organisation before and would like some advice as to how to articulate their experience and how it is transferable. This might be because you are from a background that is underrepresented in our sector. To make a request for this please email [hr@bristolbeacon.org](mailto:hr@bristolbeacon.org) or call 0117 204 7108.
- If you have specific question about the role, then for an informal chat please contact Andy Boreham, Head of Marketing [andy.boreham@bristolbeacon.org](mailto:andy.boreham@bristolbeacon.org)

Reasonable adjustments will be made for applicants if required, please let us know if you have any needs. You can call our People Manager on 0117 204 7108 or email [hr@bristolbeacon.org](mailto:hr@bristolbeacon.org)

Disabled applicants who meet the essential criteria for the role, will be offered an interview.

The closing date for applications is **Monday 28 March 2022 at 9am**

*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.*