

JOB DESCRIPTION

Job title Marketing Officer

**Reports to** Marketing & Programme Manager

Salary £24,000 gross per annum

Start date Monday 3rd April 2023

Hours of work Full Time (37.5 hours per week) with some evening and weekend working likely.

Base Kala Sangam, St Peter’s House, 1 Forster Square, Bradford BD1 4TY

Period of contract Permanent (subject to funding).

Period of notice One month, on completion of a successful three-month probationary period.

Holiday entitlement 28 days including statutory and bank holidays, increasing by 1 day per year per full year of employment to a maximum of 33 days.

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Supporting the Marketing & Programme Manager to deliver high quality, exciting marketing for our busy arts centre. The Marketing Officer is responsible for creating digital and traditional marketing assets, including authoring accurate, effective and engaging copy to promote our events, commercial bookings and education and outreach activities. The postholder will be responsible for monitoring and evaluating the success of campaigns and developing strategies to continue to grow and develop our audiences – particularly in 2025 during Bradford’s year as City of Culture and following the reopening of Kala Sangam’s redeveloped arts centre.

This post will involve flexible working patterns and is likely to include evening and weekend work. The post may require local, regional, and occasional national travel.

*Kala Sangam is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff to share this commitment. Employment in this post is subject to a successful Basic Disclosure and Barring Service (DBS) application.*

## Responsibilities

1. **Social Media**
   * Overseeing and maintaining Kala Sangam’s current social media platforms (Facebook, Twitter, Instagram, LinkedIn and YouTube).
   * Producing and posting effective content, engaging with replies/ responses.
   * Establishing a clear plan for ongoing social media use, including exploring options for expansion to new platforms.
2. **Website and Digital Content**
   * Creation of engaging written and multimedia content to promote and document Kala Sangam’s events.
   * Management of Kala Sangam’s website, keeping it up to date and encouraging repeat visits through content.
   * Writing and distributing eNewletters, booker reminder emails, and post-show feedback emails (using Mailerlite).
   * Updating and maintaining marketing databases.
   * Monitoring analytics and metrics for website and social media engagement.
3. **Print**
   * Assisting the Marketing and Programme Manager with the creation of print materials to promote Kala Sangam events, including programmes and posters.
   * Managing poster and flyer sites throughout the building, ensuring performances are effectively promoted on our premises.
   * Distribution of posters and flyers outside Kala Sangam.
4. **Box Office and Data Management**
   * Setting up and managing performance ticketing (currently via Eventbrite).
   * Running Box Office and Front of House at events as required.
   * Keeping Kala Sangam’s booker database up to date.
   * Looking for ways to use the data to support marketing campaigns.
   * Ensuring that data is stored in compliance with GDPR regulations, and that data sharing agreements are in place where needed.
5. **Archive and Press**
   * Maintaining Kala Sangam’s physical and digital archives.
   * Looking for exciting ways to share archive content with audiences.
   * Maintaining and updating press cuttings archive.
6. **General**
   * Ensuring that print and digital marketing materials are inclusive and accessible.
   * Supporting the Marketing and Programme Manager with the delivery of a full rebrand for the organisation in 2024.
   * Participate in all training and development initiatives as required.
   * Other admin tasks as needed, including maintaining the venue usage sheet and answering the phone when required.
   * Undertake any other duties as may reasonably be required by the post.

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| **AREA** | **ESSENTIAL** | **DESIRABLE** | **HOW IDENTIFIED** |
| Skills | * Excellent written and verbal communication skills, incl. proven ability to write creative and engaging copy. * Self-motivation with the ability to work unsupervised. * Great attention to detail. * Strong organisational skills, including the ability to work on multiple tasks simultaneously. * Good people skills and the ability to work with and support colleagues at all levels. * Competent IT skills, including Microsoft Word and Excel. | * Digital content creation skills, including photo, video and audio editing skills (using Adobe Creative Cloud tools). | * Interview * Application form * References |
| Knowledge | * A strong interest in marketing trends and desire to stay on top of the latest social media developments. * A keen interest in the Arts and a desire to learn more. | * Strong knowledge of web and social media inclusivity/ accessibility standards. * Existing knowledge of the make up of Bradford’s diverse communities. | * Interview * Application form |
| **Experience** | * Previous experience of writing marketing copy to successfully attract audiences / customers. | * Experience planning and running effective social media campaigns. * Experience of working in an arts or cultural organisation. | * Interview * Application form * References |
| **Attitude** | * Flexible, creative, can-do approach to getting the job done and supporting the goals of the wider team. * Non-discriminatory and non-judgmental. * Committed, enthusiastic and 100% reliable. | * An interest in sustainability within Marketing. | * Interview * References |
| **Qualifications** | * Education qualifications or equivalent life experience relevant to this role. * Legally entitled to work in the UK. * Able to undertake a Basic DBS check. | * Specific marketing qualifications or equivalent life experience. | * Application form * References |