



Digital Officer

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About Bournemouth Symphony Orchestra

The cultural heartbeat of the South West. - Darren Henley, Chief Executive of Arts Council England

Bournemouth Symphony Orchestra was founded in 1893 and throughout its illustrious history has worked with the finest composers, conductors and musicians in the world. As an Orchestra, the BSO's reach is exceptional. Beyond the concert hall, the BSO's mission is to inspire and nurture the musical ambitions of people resident across the 10,000 square miles of the South and South West of England.

In the 2018/19 concert season, the BSO gave 130 performances in over 38 cities, towns and villages across the South West and beyond, making it the most prolific orchestra in the UK and one of the most prolific in the world. Each year, BSO Participate engages over 80,000 adults and children in projects and this pioneering work aims to give everyone, irrespective of age, health or financial circumstance, the opportunity to gain access to BSO's world class music.

In November 2017, BSO was recognised as the Alzheimer's Society's Dementia-Friendly Organisation of the Year for its work in support of people living with dementia. In March 2018 BSO launched BSO Resound, the world's first disabled-led ensemble as a core of a major symphony orchestra, who had their profile at the BBC Proms that year, making history as the first disabled-led group to play at the festival. BSO's trail-blazing work beyond the concert hall is earning BSO a reputation as one of the most significant and exciting of cultural assets in the UK. Following the first national lockdown in 2020, the BSO was one of the first British ensembles to broadcast its live performances with the creation of a pop-up digital studio. During the first six months of its inaugural livestreamed series, the BSO sold 38,000 digital tickets to audiences around the world; the Orchestra increased its audience by almost 30% during the period, with 65,000 views of its performances.

This digital strength and the retraining of the BSO Participate team has supported the continued engagement with schools, care homes, and young musicians in the BSO's home region whilst also enabling worldwide reach as far as Nigeria, Columbia and Singapore!

You will be joining the Marketing/Digital Team at a crucial time when we are working hard to encourage old and new customers to visit us in the concert hall while retaining our digital reach.

July 2021

Digital Officer

Salary: £17,500-18,500 (depending on experience)

Hours: Full time

Employee benefits include:

- Annual leave entitlement of 28 working days including bank holidays, which will increase with one additional day for each year of service up to 30 working days
- Discretionary quota of leave between Christmas and New Year, usually giving an additional 3 or 4 days leave depending upon where Christmas day falls
- Personal Pension with an employer contribution (5%) and the option of salary exchange
- Generous Life Insurance which provides a life cover of 3 times salary
- Access to the BSO's health and wellbeing programme which includes an Orchestra Doctor, on-site masseuse, on-site yoga and a discount with a local physiotherapist
- Medical cover from Medicash, a cash plan scheme providing money for a large range of treatments including dental treatments, optical care, specialist consultations, diagnostic tests and scans, chiropody, prescriptions, inoculations and flu jabs, health screening, complementary therapy such as physiotherapy, sports massage, acupuncture, osteopathy and chiropractic treatment and alternative therapies such as reflexology, reiki, Indian head massage, Bowen and Alexandra technique, homeopathy, allergy testing and hypnotherapy as part of a treatment plan
- Free Will writing service and initial legal consultation covering a number of areas of law
- Employee discount and cash back scheme on high street brands and companies
- Complimentary tickets to BSO concerts and theatre/cinema at the Lighthouse when available
- Free car parking close to the BSO Head Office at Lighthouse, Poole

Reporting to: Senior Digital Officer

Key relationships: Marketing Manager and Senior Digital Officer, Head of Marketing, Communications, Development and BSO Participate Teams

Background to the role:

This role will experience all elements of the BSO's digital work, including the broadcast and promotion of concerts (in-person and digital) to existing audiences via the BSO website and CRM system (Spektrix), and new audiences with targeted activity online. You will also be part of our marketing team, with specific responsibility for creating digital content for use on the website and through social media.

Job Description

Main Responsibilities

1. To assist with filming and editing video content for use on the BSO website and social media marketing campaigns
2. To assist with the production and broadcast of BSO livestreamed concerts and related content
3. To assist with general website content maintenance, design of online marketing materials, analysis of digital data, and research and populate external listings websites
4. General office duties

Specific Duties

Video Production and Livestreaming

- Assist in the production and editing of video resources including schools concerts tutorials, repertoire appreciation videos, artist interviews, pre-concert talks and regular audio and video show-reels
- Assist in production of BSO livestreamed concerts in conjunction with members of the Digital team, including camera operation, live camera directing and working with relevant streaming software and platforms
- Powerpoint presentation creation for concert graphics and credits
- Filming and editing pre- and post-concert trailers

Website and Social Media

- Assist in the updating BSO website pages to keep them fresh with new rich media content whether produced in house or sourced from external sites
- Assist with the production of content for social media campaigns and posts and assist with activity to promote BSO events, supplying video clips and photos
- Identify and populate information on online music listing websites (eg Bachtrack, Spotify)

Data Analysis

- Creating Analytical data post-concert and per concert season
- Collection of audience/viewer comments
- Compiling regular social media analytical reports (liaising with Marketing Officer)
- Researching current online and social trends to broaden our audience

General Office Duties

- Answer phone calls (on a rota basis with all office staff)
- Assist Marketing Manager/Senior Digital Officer with day-to-day tasks and correspondence
- Assist with front of house concert duties as part of department-wide rota
- Other duties as appropriate

Person Specification

A keen interest in the arts and the classical music world	Essential
Self-motivated and enthusiastic outlook	Essential
Confident written and spoken communicator with a range of people	Essential
Strong multi-tasking, team-working and organisational skills	Essential
Experience of using Adobe Creative Suite or similar editing and design software	Highly <i>desirable</i>
Basic photography skills	Desirable
A full, clean driving licence	Desirable
Availability and willingness to work evenings or weekends	Essential

To Apply

Please visit www.bsolive.com/jobs/ and complete the online application form referencing the Job Description and Person Specification.

Deadline for application is **Friday 20 August 2021**

Interviews to be held in Poole or online in late August