



## BSO Marketing Intern

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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 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.

## Job Description

**Role:** BSO Marketing Intern

**Salary:** Salary: £14,128 - £17,375 (dependent upon age)

**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 Marketing Manager

**Key relationships:** Marketing Officers, Head of Marketing, Ticket Sales Assistant, Digital Officers, Communications Team and Development

### Background to the role:

This role will experience all elements of the BSO's marketing work, including the promotion of concerts (in-person and digital) to existing audiences with the help of our CRM system (Spektrix), and new audiences with targeted activity online as well as offline in print with leaflets, brochures and posters. You will also be part of our ticketing team, selling tickets on Spektrix and providing customer support both over the phone and in person at concerts, as well as liaising with Box Offices from external venues.

### Main Responsibilities

- To provide marketing support
- To assist with the in-house box office
- To assist with various digital work
- General office duties

## **Marketing Support (working with Senior Marketing Manager)**

### **Marketing Campaigns**

- Assist with marketing campaigns in print and digital
- Assist in production and distribution of publicity material in print and digital
- Assist in scheduling and implementation of press and online advertising campaigns
- Assist with direct mail campaigns in print and digital, using our CRM system, Spektrix
- Answering day to day customer queries, complaints, phone calls and letters

### **Front of House**

- Attend promoted concerts to help with customer care – on a rota with all members of the team and structured around your availability

### **Ticketing and Box Office (working with Senior Marketing Manager)**

- Assist with ticket sales on the phone and online on Spektrix
- Assist with customer queries and issues regarding their tickets
- Assist with managing relationships with venue box offices
- Develop and manage relationships with box offices for smaller one-off concerts
- Assist with running the box office system

### **Digital Support (working with Marketing Officer)**

- Assist with website inputting
- Assist with creating and developing artwork
- Input events on listings websites

### **General Office Duties**

- Telephone answering (on a rota basis with all office staff)
- Assist Marketing Team Members with day-to-day tasks and correspondence
- Other duties as appropriate

### Person Specification

A keen interest in the arts and the classical music world	Essential
Confident written and spoken communicator with a range of people	Essential
Strong multi-tasking, team-working and organisational skills	Essential
Experience of using Spektrix or another ticketing software/CRM system	Desirable
Experience in customer care	Desirable
A full, clean driving licence	Desirable
Availability and willingness to work occasional evenings or weekends	Essential

### How to apply

Please visit [bsolive.com/jobs/](https://bsolive.com/jobs/) and complete the online application form referencing the Job Description and Person Specification.

Deadline for application is Friday 20 August.

Interviews to be held in Poole or online at the end of August.