



Digital Assistant

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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. Since it began livestreaming concerts in Autumn 2020, the BSO has sold over 57,000 digital tickets to audiences across the UK and around the world, increased its audience by almost 30% and has achieved over 105,000 views and a total viewing time of 10 years, 131 days, 4 hours, 59 minutes, 39 seconds!

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 and increasing our digital reach.

February 2022

Digital Assistant

Salary: £17,000-18,000 (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: Digital Manager

Key relationships: Digital Manager, Digital Producer, Head of Marketing and Digital, Marketing and Digital, 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 have specific responsibility for creating and editing 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

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 Manager)
- Researching current online and social trends to broaden our audience

General Office Duties

- Assist Digital Manager with day-to-day tasks and correspondence
- Assist with front of house concert duties as part of department-wide rota (occasionally)
- 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 desirable
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 **Monday 20 June 2022**

Interviews to be held in Poole or online in late June