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Marketing Officer

Job Application Pack

Winter 2022/23

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About Bournemouth Symphony Orchestra

Innovation, creativity and excellence are at the heart of the BSO, as we take the thrill of live music to audiences across 10,000 square miles of the South West.

From its creative headquarters in Poole, the BSO delivers music to suit all tastes – from well-known classical masterpieces and family-friendly classical extravaganzas to intimate chamber recitals. We also reach a growing international audience through our livestreamed and on-demand digital concert series.

We passionately believe in the power of music to enhance lives. The BSO is a trend-setter, delivering award-winning work and gaining global attention as it leads the way in making classical music, and the sector as a whole, as diverse and inclusive as possible.

In pre-pandemic seasons, the BSO gave up to 130 performances in nearly 40 cities, towns and villages in the South West and beyond, making it the most prolific orchestra in the UK and one of the most prolific in the world. We are now rebuilding audience confidence in venues big and small with an ambitious programme for our 2022/23 Concert Season.

Following the first national lockdown in 2020, the BSO was one of the first British ensembles to broadcast its performances live to an online audience. Since then, we have expanded our Digital Team and our digital reach, and are now the only UK orchestra performing a regular digital concert season.

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

Marketing Officer

Reports to: Senior Marketing Manager

Location: Poole

Nature of contract: Full Time

Salary: £19,000-22,000 per annum depending on experience

Role Summary

This role encompasses all elements of the BSO’s marketing work, focussing on the promotion of concerts to new audiences by means of targeted activity online and offline, and by liaising with venues to ensure all required materials and information are being shared to maximise marketing reach.   
  
You will also market to existing audiences with the help of our CRM system (Spektrix), and be part of our ticketing team, assisting with the set-up of concerts on Spektrix and providing customer support both over the phone and in person at concerts.

**Key relationships**

Head of Marketing, Marketing Manager, Ticket Sales Assistant, Marketing Intern, Digital and Communications Teams

Responsibilities

1. To create and manage marketing campaigns both in digital and   
print format

2. To be main liaison for marketing teams in the BSO’s concert venues

3. To facilitate digital and postal marketing to the BSO Customer Database

4. To support the running of the BSO Box Office

6. General duties as part of the Marketing Team

This job description is not all encompassing. Your duties may be reviewed from time to time and revised and updated in consultation with you.

**Specific Duties**

To create and manage marketing campaigns both in digital and   
print format

* Create marketing campaigns online and offline based on agreed budgets
* Schedule and implement marketing campaigns
* Liaise with in-house designers, overseeing the creation of artwork
* Ensure artwork deadlines are met and relevant materials supplied
* Write marketing copy as required

To be main liaison for marketing teams in the BSO’s concert venues

* Liaise with the marketing teams of all concert venues where the BSO promotes its own concerts
* Liaise with concert venues where the BSO is engaged to play as required
* Source and supply marketing materials for venues to use
* Ensure concerts are correctly listed and on sale on all venue media

To facilitate digital and postal marketing to the BSO Customer Database

* Build emails in the BSO’s email programme, Dot Digital
* Write letters for postal mailings
* Assist in creating customer lists in the BSO’s CRM system, Spektrix
* Oversee the fulfilment of postal mailings either by an external mailing house, colleagues in the team or volunteers

To support the running of the BSO Box Office

* Assist with management, development and maintenance of the CRM system, Spektrix
* Support the Ticket Sales Assistant in all box office related aspects of the Spektrix system, including set up of concerts and events, ticket sales reports and booking facilities
* Assist with managing relationships with venue box offices

General duties as part of the Marketing Team

* Assist with regular website inputting/updating (Wordpress)
* Support social media posting, scheduling and reporting (Agorapulse)
* Answer box office phone calls, selling tickets and assisting with customer queries
* Attend promoted concerts to help with customer care and other front of house duties (on rota basis)
* Assist Head of Marketing, Senior Marketing Manager and Marketing Manager with day-to-day tasks as required

Person Specification

A keen interest in the arts and the classical music world **Essential**

A marketing qualification and/or experience of working in a marketing role  
**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**

The benefits of working for the BSO

The BSO is a great place to work.

We’re one of the friendliest and most dedicated teams you’re likely to encounter; we’re passionate about music and how it can change lives for the better. We work hard to create a culture where everyone has the opportunity to contribute, feel valued and is appreciated.

We will invest in your learning, personal development and career progression with a range of in-house and external training opportunities.

We also offer the following package of employee benefits:

* 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, giving additional days of annual leave
* 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 access to mental health first aiders, Orchestra Doctor, 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, health screening, complementary and alternative therapies
* Free Will writing service and initial legal consultation covering a number of areas of law
* 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
* Access to a company car for meetings and concerts

**How to apply**

Please send your CV with a covering letter, completed BSO Application form, and Equal Opportunities form to [nwright@bsorchestra.co.uk](mailto:nwright@bsorchestra.co.uk) by midday on **Monday 9 January 2023.**

Interviews will take place in the week of 16th January at our Head Office in Poole, with the possibility of second interviews the week after.

Shortlisted candidates may be required to undertake an interview task during this process – if so, we will brief you well in advance.

**If you would like more information** or a friendly confidential chat about any aspect of the job before applying, please contact Johanna Perkins at [jperkins@bsorchestra.co.uk](mailto:jperkins@bsorchestra.co.uk)

If you need any of the application documents in a different format or have any questions about, or need of adjustments around any part of the recruitment process, please let us know.

We're committed to building a culturally diverse workforce and encourage applications from groups that are under-represented in the classical music sector. BSO is an Equal Opportunities Employer and we are committed to hiring people based on attitude and merit and welcome applications from everyone regardless of gender identity or expression, ethnicity, nationality, religion or belief, sexual orientation, disability or any other protected characteristic.

**We look forward to receiving your application!**