A person holding a musical instrument

Description automatically generated

Marketing Assistant

Job Application Pack

October 2023

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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. Two seasons post-Covid, we are still rebuilding audience confidence in venues big and small with an ambitious programme for our 2023/24 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 Assistant

Reports to: Senior Marketing Manager

Location: Poole

Nature of contract: Full Time

Salary: £18,000-22,000 per annum depending on experience

Role Summary

This role is an excellent first step on the career ladder for an ambitious person wishing to enter the Marketing and/or Arts sector. You will support all members of the Marketing/Ticketing team in the planning, delivery and monitoring of all marketing activity, and in the running of the BSO Box Office. This includes support with all online and offline marketing activity, aimed at both existing and potential new audiences, in the BSO’s venues across the South West. You will also be part of our ticketing team, assisting with the set-up of concerts on our ticketing/CRM system (Spektrix) and providing customer and sales support both over the phone and occasionally in person at concerts.

**Key relationships**

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

Responsibilities

The Marketing Assistant will support all members of the team to ensure the smooth and effective delivery of a busy marketing and ticketing schedule. Responsibilities include:

1. **Digital Marketing Support**

* Schedule social media content as supplied by Marketing Manager or Communications Team on social media management platform (Agorapulse)
* Assist with creating new concert webpages on bsolive.com (WordPress)
* Assist with general website inputting and updating
* Regularly check certain areas of the website to ensure all details are up to date
* Assist with building marketing emails in our email programme (Dot Digital)
* Input concert details on listings websites

1. **Traditional Marketing Support**

* Oversee the fulfilment of postal mailings either by an external mailing house, colleagues in the team or volunteers
* Mailmerge and print off letters/labels where required
* Assist in liaising with flyer distribution companies
* Support Senior Marketing Manager in researching, booking and overseeing traditional marketing opportunities

1. **Box Office Support**

* Sell tickets and assist with any customer queries over phone and be main point of contact when Ticket Sales Assistant is absent
* Share responsibility of the Box Office email inbox with Ticket Sales Assistant
* Lead on ongoing data cleaning of CRM/Ticketing system
* 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

1. **External venue liaison**

* Supply venues with box office and ticketing details
* Supply venues with concert details and marketing assets
* Ensure concerts are correctly listed and on sale on all venue media
* Proactively collate and supply any additional marketing content created in-house

1. **Office administration**

* Maintain an ongoing spreadsheet encompassing all marketing activity across all venues and all types of activity
* Handle other admin tasks such as setting up meetings, handling department car diary etc.
* Assist Head of Marketing, Senior Marketing Manager and Marketing Manager with day-to-day tasks as required
* Occasionally attend concerts with other members of the team to help with customer care and front of house duties

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

Person Specification

Confident spoken and written communicator with a range of people

**Essential**

Confident in the use of Microsoft Office Suite   
**Essential**

Proven organisational skills with an ability to prioritise workload and multi-task  
**Essential**

Excellent team working skills and the confidence to work independently  
**Essential**

Highly motivated and proactive    
**Essential**

Experience of using Spektrix or another ticketing software/CRM system **Desirable**

Experience of using WordPress or another web content management system  
**Desirable**

Previous experience of working in a marketing role, or a marketing qualification  
**Desirable**

Experience in customer care **Desirable**

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

A full, clean driving licence **Desirable**

Availability and willingness to work occasional evenings or weekends

**Desirable**

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 personal development 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 Bupa, a scheme providing money for a large range of treatments including dental treatments, optical care, specialist consultations, health screening, complementary and alternative therapies
* Complimentary tickets to BSO concerts when available
* Free car parking close to the BSO Head Office at Lighthouse, Poole
* Access to a company car for appointments away from BSO Head Office

**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 Sunday 22 October.

Interviews will take place in the week of 23 October 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!**