A person holding a musical instrument

Description automatically generated

Digital Marketing Officer

Job Application Pack

November/December 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

Digital Marketing Officer

Reports to: Senior Marketing Manager

Location: BSO Head Offices in Poole

Nature of contract: Full Time

Salary: £24,000-26,000 per annum depending on experience

Role Summary

This is an excellent opportunity for an ambitious individual with digital and social media marketing experience or a relevant qualification, to further their professional development in one of the South West’s biggest arts charities.

You will lead on all elements of digital and social media marketing under the guidance of the Senior Marketing Manager, while also developing the department’s understanding and use of more targeted online marketing activity.

**Key relationships**

Head of Marketing, Digital Manager, Communications Manager, Marketing Assistants, Digital Team

Responsibilities

The Digital Marketing Officer will lead on all digital marketing elements to aid the smooth and effective delivery of a busy marketing and ticketing schedule. Responsibilities include:

1. **Website**

* Be the main point of contact for our web agency (Cog), liaising about developments, updates and any issues as part of an ongoing Service Level Agreement
* Be the main person responsible for content management on bsolive.com, creating new pages in WordPress, updating information regularly and assisting other departments with queries and issues
* Regularly check and work with other departments to ensure all information on bsolive.com is relevant, correct and up to date
* Produce monthly website statistic and analytical reports
* Work with external partners to increase and sustain SEO

1. **Social Media**

* Oversee targeted paid-for advertising on all social media platforms based on agreed Marketing Schedule
* Liaise with Digital Team for production of high-quality, relevant content and delivery on time
* Advance the department’s understanding and use of targeted activity across all social media platforms
* Assist Communications Team and Marketing Assistants in running of the social media schedule of organic posts (Agorapulse)

1. **In-house CRM system and emails**

* Build marketing and concert emails in the integrated email system (Dot Digital) based on agreed Marketing Schedule
* Create advanced customer lists on the BSO’s CRM and ticketing system (Spektrix)
* Create surveys and questionnaires to gather customer feedback on Dot Digital
* Produce regular reports on customer behaviour, emails and other statistics as required
* Support other Departments with any CRM and Dot Digital needs

1. **General Marketing and Ticketing Support**

* Work with external company (Farrer Digital) to increase brand awareness and general digital visibility
* Explore any other online publicity opportunities such as competitions, online memberships etc
* Assist in production and distribution of other publicity material as required
* Participate in general marketing strategy meetings
* Help in staffing the BSO Ticket Line (on rota with all Marketing staff)
* Attend concerts for Front of House duties (on rota with all Marketing staff)

1. **General Office Duties**

* Answer phone calls (on a rota basis with all office staff)
* Assist Head of Marketing/ Senior Marketing Manager with day-to-day tasks
* Other duties as appropriate

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**

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 working in social media / digital marketing, or a social media / digital marketing qualification  
**Desirable**

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

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

Experience of using design software

**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

**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 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 10 December.

Interviews will take place in the week of 11 December 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!**