

Dear Applicant,

Thank you for your interest in the position of **Marketing and Communications Officer** at Band on the Wall.

This application pack includes:

- Job Description
- Person Specification
- Application Form
- Guidance for applicants

The closing date for receipt of completed applications is **9:00am on Wednesday 29th March 2023**. We regret that applications received after that time cannot be considered. Please note that we cannot accept CVs for this post.

Please submit your application as a single attachment by email to: hr@bandonthewall.org. Please ensure you have also completed the separate monitoring form found through the below link:

<https://forms.office.com/e/X2WJBrQyA1>

Shortlisted candidates will be contacted by phone or email by **Friday 31st March**. Interviews will be on **Thursday 6th April** at Band on the Wall. Please ensure you are free to attend the interview date.

Unfortunately, due to the high volume of applications expected we are unable to write back to all those who are unsuccessful at this stage or to give specific feedback on why you have not been shortlisted. If you have not heard from us within two weeks of the closing date, you should assume that your application has been unsuccessful on this occasion.

We hope that this pack will help with any questions you might have about the application process. However, if you have any further queries, please email me: santana.guerout@bandonthewall.org

We look forward to receiving your application and thank you for your interest in Band on the Wall.

Best wishes,

Santana Guérout
Chief Programming Officer
Band on the Wall

Job Title	Marketing and Communications Officer
Responsible To	Chief Programming Officer
Key Relationships (Internal)	Chief Executive Officer Chief Programming Officer Venue Promoter Ticketing and Audience Development Manager
Key Relationships (External)	Artist Management and Agents Designers Distribution Companies External Promoters Press
Salary	£21,500 – £24,000 p/a depending on experience
Hours	37.5 hours per week
Holiday Entitlement	28 days p/a including bank holidays
Period Of Contract	Permanent
Probationary Period	Three months
Notice Period	4 weeks

SUMMARY

A key role at a busy music venue and concert promoter, the Marketing and Communications Officer will support the Chief Programming Officer, Promoter and Head of Venue Operations in the promotion of events at the Band on the Wall, implementing the organisation's marketing and communications plans and helping reach sales targets for the live music programme, live events and food and beverage offer.

MAIN DUTIES AND RESPONSIBILITIES

Marketing

- Manage, in consultation with the Programming team, the venue's print production including posters, leaflets and advertising material (in accordance with The Band on the Wall's corporate design).
- Plan, supply and manage all external print distribution networks and external promotional sites.
- Populate all the venue poster and leaflet sites within the building.
- Manage the delivery of all online promotional and communications activity in conjunction with our external Social Media Partner

- Support the Ticketing and Audience Development Manager in the creation and implementation of an effective mailing schedule for post, email and other methods.
- Manage, update and utilise the venue's databases for the marketing department for all marketing activity in conjunction with the Ticketing and Audience Development Manager.
- Manage and interpret data analysis and market research initiatives, support the implementation of the audience development strategy for the venue and its programme and identify key market segments in conjunction with the Ticketing and Audience Development Manager.
- Provide the senior management team with sales reports as and when required.
- Promote and market our learning programmes and other charitable projects and effectively target community groups, and the education sector

Communications

- Manage the day-to-day communications, press and PR activities of the organisation, under the direction of the CEO and CPO.
- Contribute, alongside the external Social Media Partner, to all online communications activity across the venue's social media platforms and key external sites, including generating interesting and entertaining content within the venue.
- Have strong written skills and be able to write press releases and listings and manage their dissemination to local, regional, national and online media; and to proof read and amend where required, artist biographies and other written content.
- Develop individual relationships with local, national and online press.
- Organise, attend and assist with specific work-related events such as photo calls, press nights, fundraisers etc. Some evening work will be required to fulfil this duty.
- Manage and maintain the organisation's media databases.

Other

- Develop and maintain effective and constructive relations with all other departments.
- Promote and comply with legislation and Band on the Wall's policies on equal opportunities and health and safety both in the delivery of services and the treatment of others.
- Identify and undertake training and development as required in order to meet personal and business needs.

- Undertake any other reasonable duties, commensurate with the level of the post so as to ensure the smooth running of Band on the Wall.

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Skills and Abilities	<ul style="list-style-type: none"> • Knowledge of social media and its use for live music marketing • Excellent communication skills both verbal and written with a strong instinct for teamwork • Excellent organisational skills • Ability to work to deadlines • Ability to report on and help analyse performance 	<ul style="list-style-type: none"> • Design and publishing skills • Knowledge of Adobe, Illustrator and photoshop
Experience	<ul style="list-style-type: none"> • Experience in a marketing or promotional role in a live music environment • Experience as a content creator, especially audio and/or video content creation for social media • Experience using Facebook Ads Manager, WordPress, Mailchimp, Instagram and Twitter 	<ul style="list-style-type: none"> • Contacts with the current music and arts media • Experience in print production and media buying • Knowledge of the Manchester cultural scene and in particular its live music scene
Qualifications, Education and Training	<ul style="list-style-type: none"> • Good grades in GCSE and A Level or equivalent in English or other humanities, marketing, journalism etc based subjects. 	<ul style="list-style-type: none"> • A degree-level English, marketing, humanities, or PR qualification and/or relevant professional experience

Review Arrangements

This job information cannot be all encompassing. It is inevitable over time that the emphasis of the job will change without changing the general character of the job or the level of duties and responsibilities entailed. This information may be periodically reviewed, revised and updated in consultation with the post holder to reflect appropriate changes.

The post will be reviewed at three months, a further probation period may be required, if this is the case the post holder will be informed in writing after the review.

Band on the Wall is founded on the principles of equity, equality, diversity and inclusivity. All job applications will be given equal consideration and we particularly welcome applications from black and minority ethnic and LGBTQ+ candidates, and those with disabilities, as these groups are underrepresented in our sector.

Please note that racist / sexist and any other intolerant actions or language will not be permitted by the organisation and would be seen as completely inconsistent with our company philosophy.

Band on the Wall is a Disability Confident Committed Employer. If you are disabled and your application meets the minimum criteria for the post, we guarantee you an interview.

Deadline for applications: Wednesday 29th March 9am

Interviews: 6th April