

JOB DESCRIPTION

JOB TITLE:	Marketing Officer	REFERENCE:	MC0625
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OVERALL PURPOSE OF THE ROLE:

To deliver effective marketing for the year-round programme of cinema, live events, creative learning, fundraising, hires and hospitality at Brewery Arts, as part of the marketing team.

MAIN TASKS

The role holder will be required to:

1. Provide daily assistance to Head of Marketing in delivery of marketing across all departments, working collaboratively with the Marketing Assistant and Freelance Music Marketing Officer.
2. Manage our marketing output, including the creation of engaging content (video, photography, and reels), and the production of regular e-newsletters and blog posts.
3. Ensure the website is up-to-date and regularly refreshed, including adding events, activities, and news items.
4. Manage all social media platforms, deliver effective Meta Facebook and Instagram) advertising campaigns, monitor performance; stay up to date with the latest trends and report back to the department.
5. Develop and implement audience-focused B2C marketing strategies in collaboration with the Head of Marketing.
6. Take detailed notes during weekly marketing meetings, track action items, and oversee task coordination.
7. Assist with the planning and coordination of events.
8. Ensure all promotional print is up to date and scheduled, liaising with external agencies and companies where appropriate.
9. Draft and distribute press releases and assist in tracking coverage, in collaboration with Head of Marketing.
10. Uphold and champion the Brewery Arts brand, ensuring brand consistency across all communications.
11. Support the organisation with relevant information on marketing campaigns, audience development and sales.
12. Work with external graphic designers and printers to ensure all materials are sourced competitively and delivered within budget.
13. Attend some key industry and training events that directly relate to the role.
14. Support the collection of customer surveys and assist with reporting and data collection.
15. Work in accordance with all company policies including Data Protection, Equality & Diversity and Health & Safety.

This list is not exhaustive. The organisation may amend your duties. There may also be occasions when you are required to undertake additional tasks to meet the needs of the business.

PERSON SPECIFICATION

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We welcome and encourage applications from anyone who can demonstrate how they meet the criteria for the role. We especially welcome and encourage applications from people with backgrounds currently underrepresented in our organisation, particularly people who are Black, Brown or minoritised, LGBTQIA+, or disabled. If you would like the selection panel to know you are from a background currently underrepresented at Brewery Arts, please tell us in your Personal Statement in the Job Application Form.

QUALIFICATIONS & WORK EXPERIENCE	
<ul style="list-style-type: none"> • Two years' experience working in a marketing role. • Strong content creation skills, including video and copywriting. • Proven experience in B2C marketing. • Experience managing digital assets including social media and CMS tools. • Experience working on press and PR campaigns. 	<ul style="list-style-type: none"> • Essential
<ul style="list-style-type: none"> • Experience of working in an arts or entertainment venue. • Qualification and/or relevant training in marketing. • Experience in Meta Business Suite and paid social advertising. • Experience of email marketing to drive customer engagement. 	<ul style="list-style-type: none"> • Desirable
SKILLS	
<ul style="list-style-type: none"> • Effective campaign management across all social media platforms. • Excellent communication and interpersonal skills. • Strong copywriting, proofreading and content creation skills. • Strong organisational and time management skills. • Strong IT skills in the use of Microsoft Office. • High levels of accuracy and attention to detail. 	<ul style="list-style-type: none"> • Essential
<ul style="list-style-type: none"> • Knowledge of Canva and Adobe design packages. • Knowledge of digital platforms such as Mailchimp or Dotdigital. • Knowledge of Meta Business Suite and running paid social media ads. • Photography and video skills. 	<ul style="list-style-type: none"> • Desirable
PERSONAL QUALITIES	
<ul style="list-style-type: none"> • Ability to work well on own initiative and as part of a team. • Ability to work under pressure, multi-task, work to strict deadlines and complete tasks sometimes with conflicting demands. • Awareness of and enthusiasm for the activities delivered by Brewery Arts. • Commitment to personal and professional development with a willingness to learn new skills. 	<ul style="list-style-type: none"> • Essential
OTHER REQUIREMENTS	
<ul style="list-style-type: none"> • Flexibility and availability to work varied hours when necessary, including evenings, weekends, bank holidays and festival weekends. 	<ul style="list-style-type: none"> • Essential

TERMS & CONDITIONS

JOB TITLE:	Marketing Officer
Contract:	Permanent
Pay:	£27,580 per annum
Hours:	40 hours per week
Reports to:	Head of Marketing
Responsible for:	N/A
Age Limitation:	N/A
Notice Period:	4 weeks
Holiday Entitlement:	<p>Permanent - 6 weeks' holiday per annum, rising to 7 weeks after 3 years' continuous service</p> <p>Entitlement is inclusive of compulsory closure days announced each year. Other bank holidays are considered normal working days; therefore, they are not in addition to annual leave entitlement.</p>
Pension:	<p>The Company operates a pension plan in compliance with the employer pension duties under the Pensions Act 2008. Depending on your age and earnings, you may automatically be entered into the Group Personal Pension Plan and contributions are matched by the company in line with the regulations.</p>
Discretionary Benefits:	<ul style="list-style-type: none"> • Up to 2 days remote working – after a period of training. • Complimentary tickets for events and cinema for staff + one can be requested (conditions apply and if the event sells out complimentary tickets are not available). • Discount on food in our catering outlets for staff + one. • A parking permit is given to staff to be used while at work. • Free Employee Assistance Programme.
Union:	<p>An agreement governing pay and terms and conditions of employment exists between the Kendal Brewery Arts Centre Trust Ltd and the Broadcasting, Entertainment, Communications and Theatre Union, and provides for the settlement of disputes between workers and management. One of its provisions is the agreement by management to recommend non-union members to join.</p>