



Job Description

Job Title	Apprentice (Marketing)
Department	Marketing
Location	Barbican Centre
Responsible to	Eden Guin / Hannah Hida (on maternity leave)
Responsible for	n/a

Purpose of Post

- To assist with day-to-day data segmentation via the Barbican's box office system, Microsoft excel and email marketing software.
- To produce campaign results and analysis of direct marketing activity
- To manage and keep up to date the print and email schedules for the marketing department.
- To assist with the creation of content for our digital channels (including website content, articles, emails and videos).
- To support the Digital team with social reporting and benchmarking
- To provide overall administrative support to the Data and Digital teams.
- To complete the agreed apprenticeship learning programme.
- To take ownership of the learning process with support provided by college and the department.

Data Marketing Duties

1. Deliver segmented data for artform campaigns both on and offline
2. Use the box office and email systems to assist with the creation of campaign, mail and customer tracking codes as needed.
3. Produce and deliver marketing campaign results in excel for Direct Marketing campaigns run by artform and membership teams



4. Run regular weekly and monthly sales and KPI reports for the department
5. Prepare data and edit email templates for monthly and ad hoc automated emails as part of our departmental CRM activity (e.g welcomes, membership renewals, post event emails etc).
6. Assist the running of data and letters for advance notice (Direct Debit) and New Member card member mailings
7. Assist the membership team with ad hoc membership tasks (e.g phone campaigns to lapsed members, set up of events, or fulfilling member packs).

Digital Team Duties

8. Support the Digital team by uploading articles, editing images, and supporting with the creation of other content for the website and social channels as requested.
9. Gain familiarity with our social platform tools and our website CMS (content management system)
10. Maintain a cultural calendar with key events and anniversaries to assist our social media planning
11. Send weekly ad requests to media buyers
12. Assist the Digital team on photoshoots and film production
13. Support the Digital team with social reporting and benchmarking through systems such as Sprout Social

General Duties

14. Assist the Data Marketing Executive, on an administrative level, with the migration to a new ticketing system.
15. Support day to day administration of the Data and Social media teams.
16. To perform other duties as requested by the Data Marketing Executive.
17. Take responsibility for one's own learning including attending classes, complete coursework, gather evidence for course requirements and maximise learning opportunities while carrying out the job.
18. Take reasonable care for one's own health and safety, and that of other persons that may be affected within one's working environment, in accordance with the Barbican Centre and the Corporation of London's Health and Safety procedures.



Please find below the key skills, experience and core behaviours required to undertake this post.

Technical Skills / Professional Qualifications / Relevant Education & Training

- Ability to use a computer; good knowledge of Microsoft operating systems such as Windows 7 or Windows 8 and good knowledge of the Microsoft Office suite of applications, preferably Word, Excel and Outlook.
- Good telephone manner - polite, patient and diplomatic with excellent customer service skills.
- An excellent standard of written and spoken English (ideally to GCSE level 9-6) with good attention to detail.
- Ability to prioritise and effectively manage ones time.
- Ability to work as part of a team as well as on own initiative.
- Ability to be a self-starter and actively seek work.

Other Relevant Information e.g. working hours or desirables (only if applicable)

- Some knowledge of Computer Systems, particularly Microsoft Excel, is highly desirable.
- An interest in marketing, data and social media as well as the performing arts would be advantageous



Supporting Questions

Include everything you think is relevant to answer the supporting questions below illustrating your skills, knowledge and experience. Be as specific as possible, we cannot guess or make assumptions, but will assess your application solely on the information provided.

Please enter your answers to the following questions in the Supporting Statement section on the application form.

Question 1:

Why have you applied for this role?

Question 2:

What skills will you be bringing to the role?

Question 3:

What attracted you to the Barbican Centre?

Question 4:

Why are excellent communication skills important in this role?

Question 5:

Give an instance where you had to prioritise and manage your time effectively.