



Job Description

Job Title	Marketing Assistant
Department	Marketing
Grade	B
Location	Barbican Centre
Responsible to	Marketing Manager (Classical Music)
Responsible for	N/A

The Marketing team brings the Barbican's iconic brand to life with engaging campaigns that connect audiences with our vision of *arts without boundaries*. We lead the marketing strategy for our world-class arts and learning programme and we collaborate closely with our commercial teams. We are responsible for developing audiences, generating revenue, and building the Barbican's reputation nationally and internationally. We achieve this through a mix of audience insight, brand development, customer relationship management, digital innovation and bold, intelligent campaign activity.

The holder of this role will support the marketing of our international Classical Music programme and will also get the opportunity to engage in cross-arts projects that contribute to the overarching strategic work of the department.

Purpose of Post

- To provide assistance to the Marketing Campaigns Manager (Classical Music), implementing audience-facing marketing campaigns.
- To work on marketing initiatives that cross our art forms (Music, Theatre & Dance , Cinema, Art & Design) and support Creative Learning, Audience Development and Membership as appropriate.

Main Duties & Responsibilities

1. Campaign Planning

- Participate in campaign brainstorming sessions and to assist in conducting market research to establish target audiences
- Research and exploit promotional opportunities to support campaigns and cultivate promotional partnerships

2. Campaign Implementation

Digital

- Upload content onto the Barbican website including copy, images, and audio-visual content.
- Assist in generating, and compiling content for, Barbican emails.
- Work with internal and external event producers to source key marketing assets for the presentation of Barbican events online.
- Work with the digital team in developing opportunities to promote events online, particularly through developing content ideas for social media.
- Plan and brief content for the Barbican plasma screen network.

Advertising

- Ensure all materials required to fulfil advertising schedules are delivered promptly and in the correct format
- Develop print and digital design briefs and oversee design schedules
- Liaise with the Barbican's media agency to ensure all advertising is booked
- Support the Marketing Manager in the preparation of assets for digital advertising campaigns

Print & Design

- Ensure all marketing assets are briefed in accordance with design scheduling processes.
- Coordinate the proofing of all marketing communications, including printed publications, as required
- Organise the delivery of any print to the Centre and liaise with the Audience Experience team to ensure marketing materials are appropriately displayed within the Barbican Centre.
- Coordinate the production of digital programmes with an external editor
- Source quotes for print production costs in accordance with the City of London procurement best practice

Direct Marketing

- Book in direct mailings with the Barbican's mailing house, liaising with the Data Marketing Executive to develop data briefs
- Ensure all events are appropriately are tagged by genre, venue and company

3. General Administration

- Raise purchase orders and record as appropriate.
- Communicate with external promoters/artists to gain access to all relevant materials to support marketing campaigns.
- Attend relevant project team meets, preparing relevant materials in advance, taking notes during and circulating minutes afterwards.
- Ensure all campaign materials are appropriately archived.

4. Research and Reporting

- Provide reports on campaign performance using a variety of reporting software packages including Google Analytics
- Update the Classical Music programming team regularly on sales performance.

5. Other Duties

- Actively seek to implement the City of London's Occupational Health and Safety Policy in relation to the duties of the post, and at all times give due regard to the health and safety of both themselves and others when carrying out their duties.
- Actively seek to implement the City of London's Equal Opportunity Policy and the objective to promote equality of opportunity in relation to the duties of the post.
- To undertake any other duties that may reasonably be requested appropriate to the grade.



Person Specification

Job Title	Marketing Assistant
Department	Marketing
Grade & Level	B
Trent Position Number	05B0183/004

Please find below the qualifications, experience and technical skills required to undertake this post.

Skills & Experience

Essential

- A genuine interest in the arts sector and/or marketing
- A good knowledge of, and passion for, Classical Music
- Literate and numerate
- Excellent attention to detail
- Flexibility and the ability to schedule and manage multiple priorities
- Excellent written and verbal communication skills
- Self-motivated, inquisitive and able to act on own initiative
- Confidence in dealing with a number of internal and external stakeholders
- Demonstrable interest in developing audiences for the arts
- Understanding of digital marketing and social media trends

Other Relevant Information e.g. working hours

Working hours are Monday to Friday 10:00 to 18:00. Additional work at evenings or weekends may be required.

Recruitment – Note to Applicants

These key skills and core behaviours will be used in the decision making process for recruitment. Please give examples of how you have exhibited these behaviours in your previous role(s). It is essential you address each of these on the application form on the section for supporting information.

Be as specific as possible, we cannot guess or make assumptions, but will assess your application solely on the information provided. Try to provide evidence, by examples, where possible, of skills, knowledge and experience contained in this person specification.



Summary of Terms and Conditions of Employment

This summary is given as a guide and is not intended to form part of an individual's contract of employment.

Salary

Starting salary for this job is £24,880 per annum per annum inclusive of all allowances. This figure will be reviewed annually from 1 July in line with the pay award for other salaried staff within the City of London Corporation.

Contract

The position is offered on a permanent basis

Hours of Work

The hours of work is 10.00 am to 6.00pm, Monday to Friday, being 35 hours per week excluding 60 minute unpaid lunch, but the post holder shall be expected to work the hours necessary to carry out the duties of the position.

Frequency and Method of Payment

This is a monthly paid appointment and salaries are credited to a Bank or Building Society Account on the 11th of each month.

Annual Leave

There is an entitlement of 24 days annual holiday plus Bank Holiday. There are subsequent increases to entitlement to annual holiday according to length of service.

Sickness Absence and Pay

The City of London Corporation has a comprehensive Occupational Sick Pay scheme, details of which can be found in the Employee Handbook which will be made available to you upon commencement.

Pension

You will automatically be admitted to the City of London Corporation's Pension Scheme. Employees contribute between 5.5% and 12.5% of their pensionable pay to the scheme, depending on salary.

If you do not wish to join the Scheme you must make a formal declaration stating you wish to opt out. You may contact the Pensions Office directly should you have any queries relating to the Local Government Pension scheme and your entitlements under this scheme.



Continuous Service

If you join the City of London Corporation without a break in service (subject to certain exceptions) from another body covered by the Redundancy Payments (Local Government) (Modification) Order 1999, your service with that institution will count for the purpose of continuous service. The amount of continuous service which you have will affect your entitlement to certain contractual benefits; for example, annual leave, sick leave and maternity leave. A full explanation of Continuous Service is contained within the Employee Handbook.

Probationary Period

You will be employed initially on a six month probationary period. Should either party wish to terminate the employment during this period, then one week's notice will be required on either side, except for summary termination for gross misconduct.

Notice Period

One month by either party after satisfactory completion of probationary period.

Learning and Employee Development

The City of London provides for financial support and time off for staff to study for appropriate qualifications which relate to their duties or undertaking professional skills update training. There is also an in house programme covering more general training needs.

Employee Volunteering Programme

Through its partnership and regeneration work, the City of London aims to contribute to the social and economic regeneration of the seven boroughs bordering the City: Camden, Hackney, Islington, Lambeth, Tower Hamlets and Westminster. These boroughs contain some of the most deprived neighbourhoods in the country.

The Employee Volunteering Programme, established in 2002 allows staff to volunteer their time, skills, knowledge and expertise to benefit local residents whilst developing their own professional skills. All staff are given the opportunity, subject to line management agreement, to take 2 days of volunteering leave per year to enable them to do this.