

CITY OF BRADFORD METROPOLITAN DISTRICT COUNCIL JOB PROFILE

DEPARTMENT: Environment & Sport	SERVICE GROUP: Theatres
POST TITLE: Marketing & Press Officer (Theatres)	REPORTS TO: Theatres Marketing, Press & Sales Manager
GRADE: Band 7/8 SCP 21 - 28	SAP POSITION NUMBER : 11005417

The following information is furnished to help Council staff and those people considering joining the City of Bradford Metropolitan District Council to understand and appreciate the general work content of their post and the role they are to play in the organisation. The duties and responsibilities highlighted in this Job Profile are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and scope of the post and the grade has been established on this basis.

As a candidate you will be expected to demonstrate your ability to meet the special knowledge, experience and qualifications required for the role by providing evidence in the application form for the purpose of short listing. Applicants with disabilities are only required to meet the essential special knowledge requirements shown by a cross in the end column of this section.

The employee competencies are the minimum standard of behaviour expected by the Council of all its employees and the management competencies outlined are those relevant for a post operating at this level within our organisation.

Both sets of competencies will be used at interview stage and will not be used for short listing purposes. **Please see the separate guidance information on how to complete the form located on Bradnet.**

Key Purpose of Post: Max 3 sentences

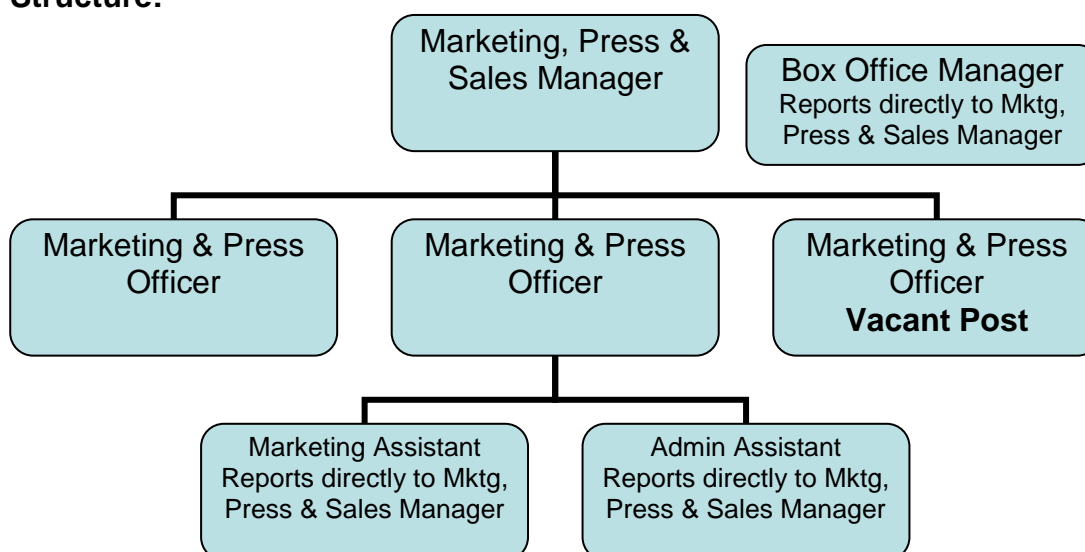
To promote Bradford Theatres and its services to the widest audience and achieve the highest possible profile, including maximising positive media coverage for Bradford Theatres relating to the shows and events provided.

To plan and deliver fully integrated marketing and press campaigns within budget and to tight deadlines, in line with the overall vision of Bradford Theatres and its communications objectives.

To develop opportunities and targeted marketing activity to increase the take up of Bradford Theatres services and facilities, including the identification of new media technologies and channels to inform the Theatres digital strategy.

Main Responsibilities of Post: Max 15 Bullet points

1. With a proven track record and demonstrating extensive experience in a marketing or press role, you will report to the Theatres Marketing, Press & Sales Manager but will be essentially self-supervising.
2. You are expected to show a high degree of initiative, making decisions within broad guidelines, demonstrating resilience under pressure and be able to adapt your working practices in line with changing service needs
3. Compile, implement and monitor fully integrated marketing plans in line with Bradford Theatres marketing objectives and corporate vision. This includes copywriting, direct mail, print distribution, digital and social media activities
4. Compile, implement and monitor media plans in line with Bradford Theatres communications objectives. This includes writing and disseminating press releases, coordinating interviews between media, production companies and performance artists, facilitating press nights and other press events
5. Assist in the development of Bradford Theatres digital strategy and to advise the Marketing, Press & Sales Manager of new developments and opportunities for the use of new technologies
6. Work in partnership with businesses, designers, performance artists, the press, production companies and internal staff to achieve common goals
7. Run effective campaigns, events, promotions and specific projects to maximise delivery of financial and non-financial objectives
8. Responsible for appropriate use of both the department's and visiting production companies marketing budgets to deliver campaigns, events, and projects on budget, monitoring expenditure and income and complying with financial legislation, ie. including raising Purchase Requisitions and Purchase Orders using the Council's e-procurement system
9. Monitor, record, and analyse marketing and press outcomes as required by the marketing/press plan and make recommendations for improvement
10. Work with the Marketing, Press & Sales Manager to devise and implement research and analysis activity, including show specific pieces of research and longer-term in depth projects in line with Bradford Theatres marketing objectives and corporate vision
11. Contribute to audience development and access projects working with the Marketing, Press & Sales Manager across all venues in order to increase attendance at Bradford Theatres. This includes implementing the department's approach to the Equalities Act to help deliver Council services that are truly non-discriminatory and make recommendations for improvement
12. Undertake routine communications with Officers across the Council at all levels; theatres departments including Box Office, Hospitality, Front of House, Programming, Technical; as well as individuals from external agencies, suppliers, media, production companies, performance artists and customers at all levels
13. Coordinate the production of house programmes liaising with production companies, designers, external agencies and internal Front of House staff
14. Responsible for the guidance and supervision of any students or placements in the department
15. Carry out other duties as required, which are reasonable in terms of the nature and level of the post

Structure:**Special Knowledge Requirement. Will be used for short listing.**

Applicants with disabilities are only required to meet the essential special knowledge requirements shown by a cross in the end column.	Essential
Due to the Governments Fluency in English Duty for posts where employees speak directly to members of the public the post holder is required to meet the Advanced threshold level (which will be implemented where the post requires a greater level of sensitive interaction with the public) – where the person is able to demonstrate the following during the interview: a) Can express themselves fluently and spontaneously, almost effortlessly b) Only the requirement to explain difficult concepts simply hinders a natural smooth flow of language	x
Successfully carries out a variety of working practices, applying complex regulations, rules, procedures and processes across marketing, communications and media field	x
Demonstrate ability to carry out multiple activities and prioritise effort while maintaining a focus on the customer; as well as able to work productively both within a team and on occasions alone	x
Uses a range of complex IT packages relating to the arts industry (theatres), eg. Ticketing and Customer Relationship Management System. Plus a good working knowledge of Microsoft Office suite of products, Word, Excel, Powerpoint; and web-based browsers, internet, social media sites	x
Ability to successfully apply a process of continual improvement and suggest ways of working more efficiently and effectively to improve Theatres service delivery, within budgetary constraints	x
Successfully applies knowledge of using, interpreting, handling and communicating information specific to Theatres/Arts and Marketing field, eg. Data Protection	x
Demonstrate the ability to produce effective marketing and communications strategies and plans; including the ability to effectively apply knowledge of e-marketing, website development and social media marketing techniques	x
Successfully apply an understanding of the integrated role of communications, marketing, media handling, PR and the use of digital communications and social media networks in developing and delivering effective communications strategies	x

Able to effectively write in specialist formats for different media, press releases, web copy, email marketing, brochure copy, politician /senior officer quotations, technical information, plain English, radio scripts and sales copy	x
Demonstrate ability to effectively work with and direct designers, photographers and other commissioning companies	x
Demonstrate ability to successfully organise events, workshops, launches and photo calls	x
Ability to successfully analyse customer data, commission research or carry out research and use this to formulate marketing plans and decisions	x
Relevant experience requirement: Will be used for short listing	
Must have a proven track record of operating in a marketing or press role demonstrating extensive experience in a similar role	
Must have experience of marketing or press work in the arts/leisure sector, preferably a theatre	
Relevant professional qualifications requirement: Will be used for short listing	
BTEC Higher in Marketing or Event Management; or Degree / Diploma in Marketing or Communications (or equivalent), for example, Business Administration; Chartered Institute of Marketing; Institute of Direct Marketing	
Evidence of continuing professional development and willingness to undertake further training	
Core Employee competencies to be used at the interview stage.	
Carries Out Performance Management	
Covers the employee's capacity to manage their workload and carry out a number of specific tasks accurately and to a high standard.	
Communicates Effectively	
Covers a range of spoken and written communication skills required as a regular feature of the job. It includes exchanging information/building relationships; giving advice and guidance; counselling, negotiating and persuading and handling private, confidential and sensitive information.	
Carries Out Effective Decision Making	
Covers a range of thinking skills required for taking initiative and independent actions within the scope of the job. It includes planning and organising, self effectiveness and any requirements to quality check work.	
Undertakes Structured Problem Solving Activity	
Covers a range of analytical skills required for gathering, collating and analysing the facts needed to solve problems. It includes creative and critical thinking; developing practical solutions; applying problem solving strategies and managing interpersonal relationships.	
Operates with Dignity and Respect	
Covers promoting equality, treating all people fairly and with dignity and respect, maintains impartiality/fairness with all people, is aware of the barriers people face.	
Working Conditions:	
<ul style="list-style-type: none"> • Must be able to perform all duties and tasks with reasonable adjustment, where appropriate, in accordance with the Equality Act 2010 in relation to Disability Provisions. • Must be prepared to be flexible in working arrangements to ensure that work is completed and deadlines are met • Must be able to work evenings, weekends and bank holidays as required by the needs of the service: to meet important deadlines and attend regular press nights and events. • Will be required to travel around the UK and occasionally abroad 	
Special Conditions:	
Lifting and carrying boxes is part of the role. You will be informed if there is a requirement for the p have recruitment checks such as DBS, Warner Process.	

Compiled by: E Hall Date: 12 January 2018	Grade Assessment Date:	Post Grade: SCP 21-28
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