

Job Description

Job Title: Marketing Assistant
Department: Marketing
Grade: B
Location: Barbican Centre
Responsible to: Marketing Campaigns Manager
Responsible for: N/A

About Us

The Barbican presents artistic experiences across music, theatre, dance, visual arts, and cinema and learning that entertain, enable, enrich, and educate our many audiences. Our intention is to be London's creative catalyst for arts, curiosity, and enterprise. We aim to spark creative possibilities and transformation for artists, audiences, and communities. We strive to be inclusive and sustainable, championing equity and opportunity, connected to our communities, daring in our approach to arts and education.

Barbican's Marketing department is 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.

Purpose of Post

- To provide assistance to the Marketing Campaigns Manager, implementing audience-facing marketing campaigns.
- To support 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 Theatre producers 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: B

DBS Criterion: No DBS

Security Vetting Criterion: No security vetting is required

Politically Restricted Post Criterion: This post is *not* politically restricted

Please find below the qualifications, experience and technical skills required to undertake this post. Each criterion will be assessed at application (**A**), interview (**I**) or test (**T**) as indicated below.

Experience Required

1. Some experience working in galleries & museums, cinema or destinations & attractions
2. Experience of working with external agencies
3. Previous experience of working within a marketing team

Technical Skills & Knowledge

1. A genuine interest in the arts and marketing
2. Literate and numerate
3. Excellent attention to detail
4. Flexibility and the ability to schedule and manage multiple priorities
5. Excellent written and verbal communication skills
6. Self-motivated, inquisitive and able to act on own initiative
7. Confidence in dealing with a number of internal and external stakeholders
8. Demonstrable interest in developing audiences for the arts
9. Understanding of digital marketing and social media trends
10. Experience working with CMS and box office systems

Other Relevant Information

1. Standard office hours are Monday to Friday 10:00 to 18:00. We are currently to a flexible, hybrid pattern of office/home working.

Recruitment – Note to Applicants

The qualifications, experience and technical skills 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) and experience. It is essential you address the criterion marked as (A) on your application form in the section for supporting information, this will be the minimum criteria for shortlisting.



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.

Contract

The position is offered on a permanent basis.

Salary

The salary range for this job is £30,180 to £33,120 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.

Pension

The pension scheme provided by the City of London is the Local Government Pension Scheme (LGPS). The LGPS is a public sector, statutory, funded, defined benefit pension scheme. Benefits are accrued based upon scheme member's salary and the length of time for which they are a member of the scheme.

You will automatically be admitted to the City of London Corporation's Pension Scheme. Member contributions are based upon the rate of pensionable pay received by the scheme member. Members contribute between 5.5% and 12.5% of their pensionable pay to the scheme, depending on salary. Please see here for the [contribution bands](#). There is also an option to join the 50/50 section of the scheme where members pay half the contribution rate and accrue benefits at half the accrual rate.

The current employer contribution rate for the City of London is 21%.

Further details can be found on the national [LGPS website](#) and/or the [City's pension website](#).

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.

Hours of Work

Normal hours of work are 35 hours per week excluding lunch breaks, Monday to Friday, inclusive 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 Holidays. There are subsequent increases to entitlement to annual holiday according to length of service.

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.

City Benefits

As an employee of the City Corporation, you have access to exclusive discounts and privileges through a combination of internal offers from our departments and an external service we have subscribed to from Reward Gateway.

Employee Volunteering Programme

The City Corporation, in line with its aims to contribute to a flourishing society, shape outstanding environments and support a thriving economy, offers employees paid special leave time during normal hours to encourage employees to volunteer their time and skills to Volunteer Involving Organisations (VIOs) operating within the Square Mile, London and beyond.

Full-time employees may take up to 2 days or 14 hours per year in which to volunteer, between 1 January and 31 December. For temporary and part time employees these hours are adjusted pro rata. Volunteering time can be taken in smaller bite size e.g. 2 hours a week over 7 weeks, where this can be accommodated by the City Corporation and meets the requirements of the volunteer organisation

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.

barbican

We are London's
Creative Catalyst
for arts, curiosity
and enterprise



We spark creative possibilities and transformation for artists, audiences, and communities – to inspire, connect and provoke debate.

We are the place to be in this Destination City, where everyone is welcome. Our impact is felt far outside our walls and ripples beyond the experiences we offer – locally, nationally and internationally.

barbican.org.uk/values

