

Job Description

Job Title: Marketing Assistant (Content & Social Media)

Department: Marketing

Grade: B

Location: Barbican Centre

Responsible to: Senior Digital Marketing Manager (Content)

Responsible for: N/A

Purpose of Post

We are London's Creative Catalyst for arts, curiosity and enterprise. Our values reflect that we are inclusive, sustainable, daring, connected and joyful. We spark creative possibilities and transformation for artists, audiences, and communities – to inspire, connect and provoke debate.

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.

Main Duties & Responsibilities

1. Content scheduling and production

- Help manage the social media schedule
- Participate in campaign and brand content planning sessions
- Contribute towards the storyboarding, filming and editing of short form video content

2. Community Management

- Organise and respond to audience comments on social media, helping to develop an active online community and increase engagement
- Ensure that all communications are responded to in a timely manner and adhere to our brand voice and escalating any communications that internal stakeholders need to be aware of

3. General Administration

- Raise purchase orders and record as appropriate
- Attend relevant project team meets, preparing relevant materials in advance, taking notes during and circulating minutes afterwards
- Ensure all digital materials are appropriately archived

4. Research and Reporting

- Conduct research to support planning utilising social media listening tools and data from social media platforms
- Staying up to date with industry insight: tools, algorithm changes, trends, competitor content, influencers/brand updates
- Build weekly & monthly reports on our content and social media platforms' 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

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Department: Marketing

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Trent Position number:

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.

Essential

- A genuine interest in the arts sector and/or social media
- 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

Desirable Experience:

- Working within a social media team
- Managing multiple social media platforms
- Copywriting
- Social media scheduling tools such as Sprout Social
- Capturing and editing videos, using tools such as CapCut, Veed and Premiere Pro
- Developing social media accounts and online communities using analytics to make informed decisions about content

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.

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 fixed term basis to 30 September 2025.

Salary

The salary range for this job is £31,120 - £34,180 per annum inclusive of Inner London weighting. 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 10am – 6pm, 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

1 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

