



JOB DESCRIPTION

Job Title	Marketing Campaigns Officer
Department	Barbican Centre, Marketing
Grade	C
Location	Barbican Centre
Responsible to	Marketing Manager
Responsible for	N/A

Key Relationships

Our Purpose

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.

Our Values

- Inclusive,
- Connected
- Sustainable
- Daring
- Joyful

Our Strategic Framework Goals

1. Excite and Engage audiences and communities.
2. Fuel creative ambition.
3. Invest in our people and culture.
4. Revitalise our place.
5. Build an enterprising business.
6. Working in line with our values

The marketing team brings the Barbican's iconic brand to life with engaging data driven campaigns that connect audiences with the Barbican.

We lead the brand and marketing strategy for our world-class arts and learning programme and we collaborate closely with our audience experience, communications, F&B, retail, business events and development teams. We are responsible for developing audiences, generating revenue, and building the Barbican's brand and 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 plan and implement marketing campaigns in support of the Barbican's arts and Creative Collaboration programme
- To ensure campaigns align with our brand and audience development, commercial, and membership objectives.
- To offer support to the Senior Manager and Managers on priority campaigns

Main Duties & Responsibilities

1. To devise and manage allocated marketing campaigns and strategies around performances, talks, festivals and community engagement events within our Creative Collaboration programme, and to contribute towards occasional cross-arts marketing campaigns alongside the wider and Marketing team.
2. Brief the Barbican's media agency for all advertising requirements and the production of advertising schedules as appropriate.
3. Identify and develop partnership opportunities including sales promotions and 3rd party activity.
4. Liaise with all relevant internal departments including Audience Experience/Box Office, Comms and Development to ensure they are appropriately briefed on all planned marketing activity and schedules.
5. To source and write web and email and images, including researching and gathering relevant information and permissions by liaising with artists, managers, producers, curators, programmers, external PRs, and other internal and external stakeholders.
6. To organise and supervise filming and photography in the creation of digital content.
7. To Source and archive photography and video in the support of campaigns following Barbican photography guidelines, including sourcing, crediting,

captioning, and distribution of photos and video footage as required, together with other requested information.

8. To set up interviews where necessary and filming
9. To organise and run special events, eg Influencer Private views and Young Barbican Nights.
10. To contribute to the running of the team's internal communications activities, including managing the team's Trello workflow planning tool.
11. To collaborate with the Barbican's artforms and marketing teams to ensure marketing campaigns align with organisational priorities.
12. To proactively form and build good relationships with artform-related artists and other stakeholders.
13. To take active interest in the arts and marketing industry in general, regularly researching, gathering, and sharing information and industry-related news with the Marketing team, and wider teams as appropriate.
14. To help train and support the Marketing Assistants, supervising their daily tasks, workload, and priorities, reviewing it regularly with the Marketing Manager.
15. Follow effective evaluation systems and ensure that insights from evaluation are used to continuously improve strategies, plans, and activities.
16. To support the Marketing Manager in maintaining the department's budget accurate and up to date, including planning and logging in campaign expenses and liaising with Assistant to ensure that records are kept up to date.
17. To maintain and update a Communities marketing contacts database, regularly revising lists, updating contacts in a timely fashion, sharing updates with the wider Marketing team when relevant.
18. Communicate regularly with the Central Marketing team, sharing relevant updates and ideas to be shared internally.
19. To maintain a good working relationship with the Barbican's resident and Associate companies, as well as programming and sponsorship partners, including managing marketing campaigns, hosting special events and administering invitee tickets for events.
20. To represent the Marketing team in internal and (occasionally) external meetings, taking notes and feeding information back to the Marketing Manager, and others as appropriate.
21. 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.

22. 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.
23. To undertake any other duties as required across the wider communications team that may reasonably be requested appropriate to the grade.



PERSON SPECIFICATION

Job Title	Marketing Campaigns Officer Performing Arts
Department	The Barbican Centre, Marketing
Grade	C

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

Skills & Experience

- Proven experience in a marketing role within the arts sector, preferably in Contemporary Music, Theatre, Literary or other Performing Arts venue
- Experience developing new audiences through community engagement strategies
- Experience of planning, implementing and evaluating marketing campaigns
- Experience in digital marketing and content creation
- Good familiarity with the main social media channels
- Proficiency in using evaluation tools such as GA4, and Power BI
- Experience of using CMS and email systems
- Good communication skills, confident working with both internal and external stakeholders
- Excellent copywriting skills

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

Full time 35 hours per week, Monday to Friday with some evening and weekend working as part of this role.

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 the criterion marked as (A) on your application form in 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.

Contract

The position is offered on a permanent basis.

Salary

The basic salary for this post is within City of London Corporation Grade A. Your commencing salary will be £36,900 per annum inclusive of London Weighting (pro rata for full time equivalent).

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

The usual hours of work are 7 hours per day, Monday to Friday, being 35 hours per week excluding meal breaks of 60 minutes per day but may be subject to variations agreed with your manager. You may be required to alter your working pattern in accordance with the needs of the service. Due to the nature of this post, however, you may be required to work additional hours should this be necessary to fulfil your responsibilities.

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.