



WORK WITH THE CBSO

MARKETING AND CAMPAIGNS COORDINATOR

We're looking for a passionate and imaginative marketer who really knows what makes audiences tick and how to create exciting campaigns that challenge traditions.

This role would be perfect for someone who knows exactly how to utilise on- and offline platforms to grow audiences, sell tickets and hit targets – developing creative campaigns to showcase everything the CBSO has to offer and the many ways that people can engage with what we do.

A good understanding of utilising digital advertising (including paid socials and Google Ads), SEO and HTML emails to achieve objectives is essential, as is an understanding of the benefits of using traditional advertising mediums (including post).

You'll be able to write concise, compelling, and persuasive copy for a variety of campaigns and audiences (including marketing, participant recruitment and fundraising) and have a clear passion for what we do. An understanding of tracking and reporting would be hugely useful within this role, as being able to respond to campaign performance is vital to the success of the team.

This role will require occasional evening and weekend work.

SALARY: £26,500- £28,000 per annum

HOURS: 35 hours per week

LOCATION: Birmingham, hybrid

REPORTING TO: Marketing and Content Manager



ABOUT THE CBSO

The City of Birmingham Symphony Orchestra (CBSO) is an internationally celebrated symphony orchestra, at home in Birmingham. A family of 90 incredible musicians, led by Music Director Kazuki Yamada, proud to make exciting musical experiences that matter to the people of Birmingham, the West Midlands and beyond.

Resident at Symphony Hall, the orchestra's musicians perform over 150 concerts each year in Birmingham, the UK and around the world, with music that ranges from classics to contemporary, soundtracks to symphonies, and everything in between. With a far-reaching community and education programme, a ground-breaking partnership with Shireland Collegiate Academy Trust, and a family of choruses and youth ensembles, it is involved in every aspect of music-making in the Midlands – and has been for more than 100 years.

This longstanding tradition started with the orchestra's very first symphonic concert in 1920 – conducted by Sir Edward Elgar. Ever since then, through war, recessions, social change and civic renewal, the CBSO has been proudly 'Birmingham's orchestra'. Under principal conductors including Adrian Boult, George Weldon, Andrzej Panufnik and Louis Frémaux, the CBSO won an artistic reputation that spread far beyond the Midlands. But it was when it discovered the young British conductor Simon Rattle in 1980 that the CBSO became internationally famous – and showed how the arts can help give a new sense of direction to a whole city. Rattle's successors, Sakari Oramo, Andris Nelsons and Mirga Gražinytė-Tyla, helped cement that global reputation and continued to build on the CBSO's tradition of flying the flag for Birmingham.

In April 2023, Emma Stenning was appointed Chief Executive and Kazuki Yamada took up the post of Chief Conductor and Artistic Advisor, and in May 2024 became Music Director. Under their dynamic leadership, the orchestra continues to celebrate the joy of music, and the brilliance of its home city of Birmingham, through creating unmissable and unforgettable musical experiences for all.

OUR COMMITMENT TO EQUALITY AND DIVERSITY:

The CBSO is an equal opportunity organisation: we value diversity in our organisation and welcome applications from everyone. We consistently monitor our recruitment process to ensure that individuals are selected based on their relevant merits and abilities and receive equal treatment.

You will be welcomed at the CBSO and will find an inclusive environment where different views and experiences are valued, and everyone is able to be themselves. We recognise and understand the importance of diversity and inclusion and want our organisation to be representative of the audiences, people and communities we serve.



KEY RESPONSIBILITIES

- Take the lead on the day-to-day running and monitoring of the CBSO's marketing campaigns, in line with the clear strategies and plans set by the Marketing & Content Manager.
- Lead on the implementation of the email marketing strategy, overseeing the schedule and liaising with the Audiences and Development Teams to prevent clashes. Write content for and build all marketing and sales-focused emails, working with the Data Analyst on precise targeting and evaluation, and provide support for other emails, as required.
- Co-ordinate the distribution and mailing of all print marketing, working with the Marketing & Content Manager to effectively plan, target and implement activity to hit strategic campaign objectives. This also includes writing cover letters and liaising with external suppliers (including distribution companies and mailing houses).
- Lead on social media advertising – writing interesting copy, liaising with the Content Coordinator for creative assets, and closely monitoring performance to ensure all paid-for activity provides the best possible return.
- Be the main contact for external advertising agencies, providing clear briefs to ensure any advertising is fulfilling the organisation's objectives and checking in regularly to monitor performance - including the agency responsible for our Google Ads grant
- Take ownership of SEO compliance for the CBSO's website.
- Oversee the addition of new events to the website, taking the lead on the web set-up and proofing processes around the launch of each new season.
- Alongside the Content Coordinator, lead in the day-to-day management and maintenance of the CBSO's website, ensuring all content is accurate and up to date. Regularly meet with the CBSO's external web agency to continually improve the site for users.

- Support the Marketing & Content Manager in the planning, targeting and implementation of strategic campaigns and advertising – utilising our in-house CRM system. In addition, work with the Audience Experience & Insight Manager and Data Analyst to regularly report back to the wider team on campaign performance.
- Alongside the Director of Audiences and the Marketing Manager, support in the management of the marketing budget, taking the lead on raising POs for the team.
- Support the Content Coordinator on delivering the organic social media schedule, as required.
- Deputise for the Marketing & Content Manager, if required.

Full Team Responsibilities

- Attend concerts in Birmingham (and beyond) as required.
- Work closely with other departments to support the communication of the organisation's wider work.
- Act as a brand guardian for the CBSO.
- Actively contribute to the wider team objectives and to provide support to colleagues – particularly during busy periods (e.g. Season Launch) where work beyond your day-to-day role may be required.
- Continue to learn and actively stay up to date with new ideas, products, and processes in your area.
- Be creative, be collaborative and bring ideas.
- Any other reasonable requests made by your line manager or director of department.

PERSON SPECIFICATION

ESSENTIAL SKILLS:

- A passion for connecting audiences with joyful musical experiences.
- At least 2 years' experience working in a busy marketing role, with demonstrable experience of delivering successful marketing campaigns.
- Strong digital skills, including experience of managing paid social campaigns, SEO, and Google Ads.
- Demonstrable copywriting skills for a wide range of platforms and audiences.
- Experience of working with website management and email marketing tools.
- Strong understanding of using email marketing to increase ticket sales and audience engagement.
- Experience of using a CRM or ticketing system to effectively segment audiences.
- Working with agencies/suppliers on advertising, print and distribution.
- A team player with a proactive and collaborative approach.
- Organised and reliable with excellent attention to detail.
- Able to prioritise and handle multiple tasks within a fast-paced environment.

DESIRABLE SKILLS:

- Interest in or knowledge of the cultural sector and/or music.
- Understanding of HTML/CSS.
- Experience of using Google Analytics (GA4) for tracking and reporting.



HOW TO APPLY

To apply for the role of Marketing and Campaigns Coordinator please send a CV and a supporting statement of no more than two pages of A4 to Hollie Dunster, HR Manager at hdunster@cbsoc.co.uk

We ask that you complete the equal opportunities information online when you submit your application. The information collected will be treated as confidential and used for to help the CBSO improve its approach to becoming a more diverse and inclusive organisation. It will not be treated as part of your application.

Finally, please ensure that you have included your contact number and email address, as well as any dates when you will not be available or might have difficulty with the indicative interview timetable.

RECRUITMENT TIMETABLE:

Application deadline: 9am, 31st July 2024

First round interviews: Week Commencing 5th August

Second round interviews: TBC



TERMS & CONDITIONS

- Member of CBSO staff, primarily based at CBSO's purpose-built rehearsal and administrative home, CBSO Centre, in central Birmingham with provision for hybrid working.
- This is a permanent employed position
- This is a full-time role based on 35 hours per week
- CBSO staff are entitled to 25 days annual leave (pro rata from date of starting) plus Public Holidays
- There will be requirement for attendance at evening events (e.g. concerts) and for work at weekends. There is some provision for flexible working.
- This post is subject to a 6 month probationary period
- Membership of the CBSO's Group Stakeholder Pension Plan