



## **Social Media and Communications Officer**

Up to £24,000 pro rata  
Part-time

We are looking for an exceptional person to join our BIF team as a Social Media and Communications Officer.

The candidate will have outstanding digital skills and experience of working in a challenging and busy arts environment, with the ability to manage multiple tasks concurrently. The successful candidate will be an excellent team player and collaborator. Flexible working hours, including evening and weekend work is required during the Festival.

The Digital Communications Officer works with the marketing manager to promote the BIF brand and services through social media, websites and newsletters. Their main duties and responsibilities include:

### **Key Goals**

- Working with the Marketing Manager to develop, implement, and evaluate marketing/PR campaigns designed to meet or exceed revenue and attendance
- Developing and implementing digital communication strategies, including social media advertising, email marketing, display ads, Search Engine Optimisation (SEO), and Search Engine Marketing (SEM).
- Developing and implementing a strategy to increase BIF's presence, followers and engagements across multiple social media channels
- Creating and monitoring e-marketing campaign budgets
- Ensuring BIF's website is a constantly evolving tool for communicating with both existing and potential audiences to deliver maximum value to the organisation. Oversee content implementation, accuracy and ensure the site works hard as a marketing tool.
- Measuring key performance metrics, including website traffic, audience engagement, service quotas, bounce rate and ad spend return on investment
- Working with the marketing team to identify innovative growth strategies
- Preparing reports on the performance of marketing campaigns
- Using analytics software to identify customer touchpoints and assess end-to-end customer experience across digital channels
- Manage customer and digital data, keeping lists up to date while adhering to the GDPR legislation; reporting any breaches to the Marketing Manager immediately.
- Manage group bookings for Buxton International Festival and develop new sales strategies for group bookings for the 2023 Festival.

**Experience and skills:**

- Experience in a digital marketing or advertising role
- Experience of using audio visual editing related software including Canva, Indesign and Adobe Premiere Pro would be desirable.
- Experience of working with CRM systems
- Working experience of website analytics, social media platforms and digital advertising best practices
- Excellent written and oral communication skills
- Knowledge of the latest digital marketing trends and technologies
- Strong analytical thinking skills
- The ability to work as part of a team
- Experienced in the use of electronic media as a marketing tool, in particular, development and maintenance of web sites and e-mailings lists
- Good organisational and time management skills
- Ability to prioritise workload
- Excellent English and writing skills, with the ability to create copy for BIF events and blogposts.
- Ability to work unsociable hours during the Festival

**Key Qualities**

Experience of marketing in an arts organisation

Experience of managing websites and creating engaging content across social media platforms.

Interest in the arts, opera, classical music, literature and jazz

**To apply**

If you feel you have the skills suitable for this role and wish to apply, please submit a covering letter setting out why you are suitable and why you want to work at Buxton International Festival (no more than one page) along with your CV and the Equality Diversity Monitoring Form to [recruitment@buxtonfestival.co.uk](mailto:recruitment@buxtonfestival.co.uk)

Closing date: Monday Monday 22 August 2022

First stage interviews: Tuesday 30 August 2022

Start date: Monday 26 September 2022