



UNIVERSITY of
BRADFORD

Marketing Manager
Bradford Producing Hub



Job Description and Person Specification

Job Title:	Marketing Manager (Bradford Producing Hub)
Grade:	6
Vacancy Reference:	
Faculty / Directorate:	Directorate of Research, Innovation and Engagement
Service / Department:	Bradford Producing Hub
Location:	External office in Bradford City Centre
Reports to:	BPH Director
Responsible for:	Marketing strategy and delivery for Bradford Producing Hub, line management of Digital Marketing Intern

Main Purpose

The Marketing Manager will be responsible for strategic development and promotion of all aspects of Bradford Producing Hub's significant programme of work. The post will work with the Director and wider team to effectively deliver the promotion and successful reach of the project.

The post will be responsible for delivering optimum exposure for all BPH schemes, events, public facing performances and other activity. They will be responsible for day to day administrative process including maintaining up to date audience data and using this to review, analyse and adapt impact and reach. In partnership with the Director, agreeing project marketing budgets and maintaining financial systems and detailed records as appropriate.

The post is responsible for delivering an effective communications and promotions strategy across social media platforms including Facebook, Twitter and Instagram. They will ensure the BPH website is constantly up to date and refreshed, managing BPH's external design partners, leading content creation and preparing marketing briefings for staff and stakeholders. The nature of the project may necessitate some evening and weekend work.

Main Duties and Responsibilities

1. To play a key role in the project team, planning, designing, and delivering engagement strategies for the project and its events and activities. Ensuring that Bradford Producing Hub and its activities reach a wide and developing audience and that all marketing and communications reflect the core goals and ethos of BPH.
2. The Marketing Manager will work with the Project Director to design and pilot a series of new projects that respond to the needs of the wider arts sector. You will work alongside the BPH team, as well as external evaluators and analysts, to play a key role in the development and delivery of exciting new projects that make a real difference to the

profile of arts and artists in Bradford. You will generously share your skills and knowledge with the wider sector, and support the development of external companies and projects, as agreed with the Project Director.

3. Responsible for leading, planning and managing the efficient design and print, distribution and dissemination of all BPH marketing materials, through a close and effective managerial relationship with BPH's external design partners Out of Place.
4. Responsible for leading, planning and managing the efficient design and maintenance of the BPH website, ensuring an active and up to date web presence including content creation and some video and audio editing.
5. To ensure that the relationship with our various audiences is well managed and audience data is maintained and recorded in line with current policy and legislation.
6. To be the first point of contact for all public enquiries, ensuring social media messages and other forms of communication are well managed, swiftly responded to and that support is offered in an appropriate and timely manner.
7. To create, manage and maintain effective marketing strategies across all social media platforms including Facebook, Twitter and Instagram.
8. Designing and distributing monthly newsletters, using Mail Chimp.
9. To ensure that audience data and feedback is captured, analysed and recorded for dissemination back to Arts Council England, Audience Analysts and the Consortium. Creating bespoke marketing and reach reports as required for funders and BPH evaluators.
10. To play an active role in networking and attendance at external events to ensure that BPH is kept up to date with current developments in marketing strategies and audience development initiatives. To set up and lead a new Arts Marketing Network for Bradford marketeers.
11. To deliver an effective PR strategy for BPH, developing and maintaining excellent relationships with press contacts, writing and distributing press releases and briefing journalists, ensuring BPH PR presence remains strong and strategic
12. To support and promote effective recruitment, training and volunteering processes, including recruiting and line-managing marketing interns
13. Supporting internal communications and processes, working with the Project Director to ensure the BPH team, consortium and funders are kept up to date and provided with information in a timely manner, designing and implementing new processes as needed and agreed.
14. To assist the Director in maintaining accurate financial reporting including liaising with artists and partners about invoicing.
15. To regularly liaise with Theatre in the Mill and the University of Bradford Marketing Teams on current strategies and communications.
16. To maintain a current awareness of arts best practice in evaluation and documentation.

This document outlines the duties required at the current time to indicate the level of responsibility. It is not a comprehensive or exhaustive list and may vary to include other reasonable requests as directed by University management which do not change the general character of the job or the level of responsibility entailed.

University of Bradford

Values

We will be an organisation that embodies our values in everything we do. These values are:

- **Excellence** is at the heart of everything we do
- **Trust** is the foundation of our relationships, underpinned by integrity in everything we do
- We give invention light and celebrate creativity and **innovation**
- **Inclusion** - diversity is a source of strength and must be understood, valued, supported and leveraged

Embedding these values across the University will shape our culture and drive our performance.

It is the responsibility of every employee to uphold the University values.

Equality, Diversity and Inclusion (EDI)

The University of Bradford is widely recognised as an Equality, Diversity and Inclusion (EDI) leading institution. Our EDI vision is to bring about, and be recognised as an exemplar of transformational diversity, inclusion and social mobility and emphasise the critical role of leadership in embedding intersectional EDI in order to make our diversity count and deliver impact.

It is the responsibility of every employee to act in ways that support equality, diversity and inclusivity and to work within the spirit and detail of the law, including the Equality Act 2010 and the Human Rights Act 1998.

The University provides a range of services and employment opportunities for a diverse population. Employees will treat all students and colleagues with dignity and respect irrespective of their background.

Employees are responsible for ensuring the University develops a culture that promotes equality, values diversity, and supports inclusivity. This responsibility includes services and functions the University provides and commissions, to students, colleagues, partners in other organisations, visitors and members of the public.

Training

Employees must complete any training that is identified as mandatory to their role. Training should be accessed locally by agreement with line managers and through the University's People and Organisational Development Service. Mandatory training must be completed on commencement of the role, without delay.

Health, Safety and Wellbeing

Health and Safety is a partnership between employee and employer each having responsibilities, as such all employees of the University have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. It is also the responsibility of all employees, that they fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.

All employees have a duty to report any practice that you consider compromises standards of health and safety and risk. The Code of Practice on Public Interest Disclosure (Whistleblowing) details the process and advises on the protection from unfair treatment for an individual who raises such concerns.

Employees are required to co-operate with management to enable the University to meet its own legal duties and to report any circumstances that may compromise the health, safety and welfare of those affected by the University's undertakings.

Managers should note they have a duty of care towards any staff they manage; academic staff also have a duty of care towards students. As part of this you will need to ensure you are familiar with any relevant Health and Safety policies and procedures; seeking advice from the Central University Health and Safety team as appropriate.

Information Governance

Employees have a responsibility for the information and records (including student, health, financial and administrative records) that are gathered or used as part of their work undertaken for the University. This may be in paper, electronic or other formats. An employee must consult their manager if they have any doubts about the appropriate handling of the information and records with which they work.

This means that employees are required to uphold the confidentiality of all data, information and records and to ensure they are recorded to appropriate data standards and to the relevant electronic system or manual filing system in order to maintain their accessibility and integrity.

To support these requirements all employees must adhere to data protection legislation and the University's policies and procedures in relation to information governance and information security at all times.

Additionally, employees will be required, when and where appropriate to the role, to comply with the processing of requests under the Freedom of Information Act 2000.

All employees will be given the necessary training to enable them to adhere to these requirements.

Criminal Record Disclosures and Working with Vulnerable Groups

Depending on the defined nature of your work and specialist area of expertise, your role may be exempt from the provisions normally afforded to individuals under the Rehabilitation of Offenders Act 1974. In these circumstances, the University may obtain a standard or enhanced disclosure through the Disclosure and Barring Service (DBS) under the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended) and, in certain circumstances, the Police Act 1997.

Suitable applicants will not be refused positions because of criminal record information or other information declared, where it has no bearing on the role (for which you are applying) and no risks have been identified against the duties you would be expected to perform as part of that role.

During the course of your employment, you must notify your line manager if you are charged with a criminal offence (excluding motoring fixed-penalty convictions). Failure to notify the University of a criminal conviction could lead to withdrawal of a job offer where employment has not commenced, or disciplinary action for employees in post. All employees of the University who have contact with children, vulnerable adults, service users and their families must familiarise themselves, be aware of their responsibilities and adhere to the University's policy and procedures and the Safeguarding Vulnerable Groups Act 2006. Where appropriate, employees will be given the necessary training to enable them to adhere to these requirements.

University Policies and Procedures

The University operates a range of policies, procedures and formal guidance (available on the University intranet and ServiceNow). All employees must observe and adhere to the provisions outlined in these documents.

Post Specification

Marketing Manager

Bradford Producing Hub

	Essential	Desirable
Qualifications	<ul style="list-style-type: none">• A Level, HND qualification, equivalent qualification, equivalent work experience	<ul style="list-style-type: none">• Marketing specialist courses and training
Experience, Skills and Knowledge	<ul style="list-style-type: none">• At least 3 years professional employment in arts marketing• Track record of developing projects in partnership with team members, and implementing new and successful marketing and communications campaigns• Knowledgeable about how to reach different audiences and promote a wide variety of work, including understanding of the importance of Equalities, Diversity and Inclusion, and experience of delivering successful strategies that ensure reach to a wide variety of people, and/ or specific target audiences• Establishing new systems and maintaining data and CRM systems• Management of thorough data collection and monitoring• Commissioning and Management of external partners including design, website management, photographers and film makers.	<ul style="list-style-type: none">• Experience in international and outdoor work.• Experience of working with digital artists.• Experience and/or knowledge of video editing and production for website and YouTube stream• Knowledge of key theatre/arts networks in Bradford• Experience of managing budgets• Experience of analysing data

	Essential	Desirable
	<ul style="list-style-type: none"> • Graphic Design Skills and strong design and publicity image aesthetics • Experience of writing press releases and achieving positive press and PR coverage • Excellent computer literacy and familiar with relevant digital design, web design and marketing software • Excellent writing, language and proof-reading skills • Report writing for funders and partners • Good working knowledge of GDPR • Understanding of best practice in accessibility for print and digital marketing • Championing stories not in the cultural mainstream 	
Personal Attributes	<ul style="list-style-type: none"> • Great at working in a team, loves making room for new voices, ideas and opinions, and responding to exciting new challenges while playing a key role in supporting others to develop and deliver. • Confident in management and decision making • Gets stuff done; able to work independently and make appropriate decisions to keep projects moving. • Good judgment and strong inter-personal skills in working with a wide variety of people • An advocate for the use of Easy English / simple language, and ensuring accessibility across all forms of communication 	<ul style="list-style-type: none"> • Considers themselves to be an artist or creative practitioner • Active arts attendee

	Essential	Desirable
	<ul style="list-style-type: none"> • Organised and methodical with the ability to multi-task across several projects, and deliver on time • Clear and courteous communicator, willing to question and challenge, and to be challenged • Innovation and creative thinking • Flexible and adaptable to changing demands and new challenges • Committed and passionate about the arts • Ability to occasionally work unusual hours, in line with the demands of the Post and the project • An affinity for the aims of BPH and a passion to play a key role in shaping and achieving the project's success 	