## JOB DESCRIPTION

**Marketing Manager (Food & Beverage)**

**B:Music’s mission is to inspire a love of live music, through performance, participation and learning.**

**Overall Purpose**

Working at B:Music as a Marketing Manager for our Food and Beverage offering is a great opportunity to work in two of the most iconic halls in Birmingham, Symphony Hall and Town Hall, where you will be driving secondary spend and leading on the marketing and promotion of our brand-new daytime food and beverage operation.

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**Key Accountabilities**

* To lead on the marketing of B:Eats, the daytime food and drink offering in the transformed spaces at Symphony Hall, a B:Music venue
* To deliver creative and effective marketing plans which generate footfall and increase spend-per-head
* To work with Digital Content Manager to manage and update the B:Eats web pages and to drive traffic and engagement through social media
* To ensure customers receive consistent, relevant, and accurate communications across all channels including the creation and delivery of pre-show e-mails to Symphony Hall audiences
* To engage relevant local media with promotional opportunities
* To be fluent in all in-house systems, platforms and software that relate to this area of B:Music’s business
* To develop and maintain an analysis of competitor offers and promotions
* To maintain good working relationship with all cross functional dept and external agencies ensuring proper implementation of marketing plans
* To undertake administrative activities as necessary

**Person Specification**

**Essential**

* Works with a high level of accuracy and attention to detail together with an organised and methodical approach to completing work
* Demonstrable experience of audience development or customer relationship management
* Aware of trends in direct and e-marketing
* Previous experience of using CRM system or database within a marketing function for both analysis and communications
* Understands qualitative and quantitative research approaches
* Demonstrate proactivity in researching and presenting insights, with the ability to take the initiative and influence change
* Clear communication skills, able to articulate complex matters in a succinct and compelling way
* Enjoys working within a team and is able to work empathetically, acknowledging the needs of the others
* Commitment to and enjoyment of live music and an appreciation of the arts and culture generally

**Reporting to:** Director of Sales & Marketing

**Department:** Marketing

**Contract type:** Part-time (22.5 hours per week), fixed term (18-months)

**Salary:** up to £30,000 (pro-rata)

**Location:** Symphony Hall, Birmingham

Closing date: 18th October 2021

Interview date: 29th October 2021