



## Job Description

**Job Title:** Marketing & Communications Manager

**Responsible to:** Director of Audiences

**Responsible for:** Marketing & Communications Officer

### **Bristol Beacon**

Bristol Beacon's purpose is to unite people through the joy of live music. As a renowned venue and award-winning music education hub, we achieve this through a remarkable, diverse and inspiring programme of live music performance, participation and learning.

Our broad performance programme encompasses music of all genres from classical, jazz, folk and roots, to rock, pop, electronic music, and genre-defying festivals, as well as local choirs, orchestras, and schools. As an organisation increasing in national importance, we have developed our creative learning and engagement work on an unparalleled scale. Our specialisms include working with underrepresented communities, including 2,500 young people with disabilities and in care. As the music education hub lead for the region, we deliver the National Plan for Music Education to all children aged 4 – 18, inspiring 39,000 children in 150 schools, special schools, and youth ensembles every year. Our community programme works with people in all sorts of setting across the city to feel inspired and connected through music, including children under five, those from low-income families, adults living in social isolation or with complex health needs, and children in care and care leavers.

We play a vital role as a civic space for the city, facilitating meetings, hosting large-scale conferences and fairs, community workshops, providing café, bar and restaurant spaces, and hosting a range of performances beyond music.

In 2023 we opened our transformed concert halls in central Bristol after a once-in-a-generation redevelopment programme, including the 2,100-capacity Beacon Hall, 500-capacity Lantern Hall, and a brand new education and development space in the historic cellars, dedicated to developing new talent and skills and incorporating a new performance venue aimed at young people and emerging artists.

We have ambitious sustainability and access goals as a forward-thinking, modern venue and organisation; playing our part as a sector-leader in our approach to this work.

We achieve all of this through the work of our vibrant and dedicated staff team. We aspire to reflect the city of Bristol and its people; we value individual difference, inclusion, wellbeing, and staff engagement, so that our team can be their best selves at work.

*Bristol Beacon is operated by Bristol Music Trust, which was established in 2011 as an independent charity to operate Bristol Beacon as a venue and as the lead organisation of the region's music education hub.*

## **Team**

The Marketing and Communications Team is led by the Director of Audiences, and is responsible for the promotion and advocacy of all of Bristol Beacon's events and activities; connecting audiences with the organisation's purpose through proactive management of the Beacon brand and effective delivery of marketing and communications campaigns. As well as undertaking the day to day activity needed to promote the Beacon's extensive programme of concerts, creative learning and engagement work, talent and skills projects, commercial programme, and other activities, the Marketing and Communications Team also help to set audience experience standards and objectives, monitor and conduct audience research and market insights, and advocate for the Beacon across the city and beyond.

## **Purpose of the Job**

The Marketing and Communications Manager is responsible for promoting Bristol Beacon and all aspects of its work. The post-holder will support the work of the Director of Audiences, alongside the wider team, with special responsibility for delivering and evaluating integrated campaigns across digital, print, PR, and social channels to build brand awareness, grow audiences, and meet strategic goals. Responsibilities include promoter liaison, managing agency relationships, managing core programmes of work, stakeholder communications, and campaign delivery and evaluation. Working closely with internal departments, external partners, and line managing a member of the team, the Manager ensures consistent, engaging campaigns that build reputation, drive engagement and sales, and deliver measurable impact, while adapting to changing audiences, insights, and organisational priorities.

## **Key Responsibilities**

1. To proactively plan, coordinate, implement and evaluate diverse and creative multichannel marketing and communications campaigns across paid, owned and earned channels.
2. To manage and monitor promotions budgets for events, festivals and core areas of work.
3. To contribute to the management of the day-to-day relationship with Bristol Beacon's agencies, including design, PR and insights.
4. To manage Bristol Beacon brand activity, ensuring it is consistently applied to meet strategic goals.
5. To establish and maintain good contacts with Bristol Beacon stakeholders including audiences, co-producers, promoters, artists, creative teams, funders, and other venues in support of sales and brand building activity.
6. To work with the team to responsibly maintain and develop Bristol Beacon's audience database in line with GDPR and utilise insights to improve marketing planning and delivery.
7. To oversee and co-ordinate the design, production and distribution of Bristol Beacon marketing assets and materials to the agreed quality standards, including writing design briefs.
8. To work with the Director of Audiences as required to develop and implement plans to maximise Bristol Beacon's revenue in areas aside from the core artistic programme, such as catering, conferencing, fundraising, Box Office development and use of data.
9. To work with the Director of Audiences to monitor and evaluate audience development objectives and manage planning and implementing audience development strategies and initiatives.
10. To undertake general administration duties e.g. financial administration and maintaining accurate records of activity as required.

11. To line manage the Marketing and Communications Officer, managing their workload through individual objective setting and performance management, regular 1:1 meetings, and identification of training needs.
12. To cover the work of other team members as needed during periods of annual leave or absence.
13. To carry out any other duties that may reasonably be required.
14. On a day to day basis comply with the Policies and Procedures of Bristol Music Trust.

**Essential** – The role holder **must** have the following **Core** and **Additional Role Specific** competencies:

### **Core Competencies**

#### **LEADERSHIP AND MANAGEMENT**

- The ability to organise their own and others' activities.
- The ability to provide professional management of an individual within a well-defined staff group.
- Ability to motivate themselves and lead others to ensure effective performance against goals.

#### **COMMUNICATION**

- The ability to effectively transfer key and detailed information to all levels of staff, adapting the style of communication as necessary and ensuring that the information is understood.
- Conveys and receives information effectively and builds positive working relationships.

#### **ADAPTABILITY/FLEXIBILITY/PROBLEM SOLVING**

- The ability to generate new ideas and make suggestions for change.
- The ability to flex their approach to needs of several different work-streams and be resilient to different demands.
- The ability to adapt to changing circumstances and to work to provide solutions to problems.
- This includes generating, recognising, and making use of new marketing opportunities.

#### **PLANNING AND ORGANISING**

- The ability to prioritise workloads and deliver projects to agreed deadlines.
- The ability to make medium-term plans for a whole project as required and respond positively to changing priorities and re-plan accordingly.

#### **CUSTOMER SERVICE**

- The understanding of the needs of audiences and how to meet these needs to enhance and provide customer satisfaction. This may include giving appropriate and timely advice in response to customer/colleague enquiries and directing team members accordingly.
- This also includes thinking about the differing needs of audiences and adapting their style of communication appropriately.
- Looks for ways to provide added value.

#### **TEAMWORK**

- The ability to delegate effectively, to monitor the performance of the team when needed, and to provide motivation for the team.
- Seeks ideas and input of colleagues in own and other teams to make best use of team expertise and improve team performance.

### **Role Specific Competencies**

#### **MARKETING MANAGEMENT**

- Experience of planning and implementing comprehensive, creative, and integrated marketing and

- communications campaigns across multiple channels
- Experience working with websites and Box Office or CRM systems
- Experience of working with external agencies to manage projects
- Experience of strategic brand work
- A flair for creative planning, marketing and copywriting, and an eye for detail
- Experience of collating and acting upon marketing metrics and evaluation measures
- Experience managing a team or individual, or coordinating and delegating work
- An interest in arts and culture, specifically a diverse range of music

### **Occasional Duties**

The role holder will carry out any other duty that is reasonably required.

Your usual place of work will be Bristol Beacon, but you may be required to work at other locations that are reasonably placed, including Beacon Music Centre in Southmead.

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Date created / modified: December 2025

Created by: Andy Boreham, Director of Audiences

Approved by: BMT HR

### **Outline of Terms and Conditions:**

Role:	Marketing and Communications Manager
Salary:	£36,500 per annum
Contract:	Full-time
Hours:	37 hours
Annual Leave:	24 days leave plus bank holidays, increasing by one day each year to 29 days after 5 years of continuous service
Probationary Period:	6 months
Pension:	Bristol Music Trust operates a Salary Exchange (salary sacrifice) Pension Scheme with a 5% employer contribution, subject to a minimum 4% employee contribution

### **Application Procedure**

To apply please complete our application form and equal opportunities monitoring data on our StaffSavvy recruitment portal, outlining your experience and skills against the employee specification for the role, and describing why you would like to be part of our team.

If you require our application form in an alternative or if you need to provide your application in a different way or have questions about the recruitment process for the role, please contact our People Team at [HR@bristolbeacon.org](mailto:HR@bristolbeacon.org)

Reasonable adjustments will be made for applicants if required, please let us know if you have any needs.

The closing date for applications is **9.00am Tuesday 13<sup>th</sup> January 2026.**

*Bristol Beacon recognise, respect and value individual difference. We are committed to the wellbeing of our staff and to being an Equal Opportunities employer and attracting diverse talent from sections of the community currently underrepresented in the culture sector to help us to develop a more diverse workforce.*