

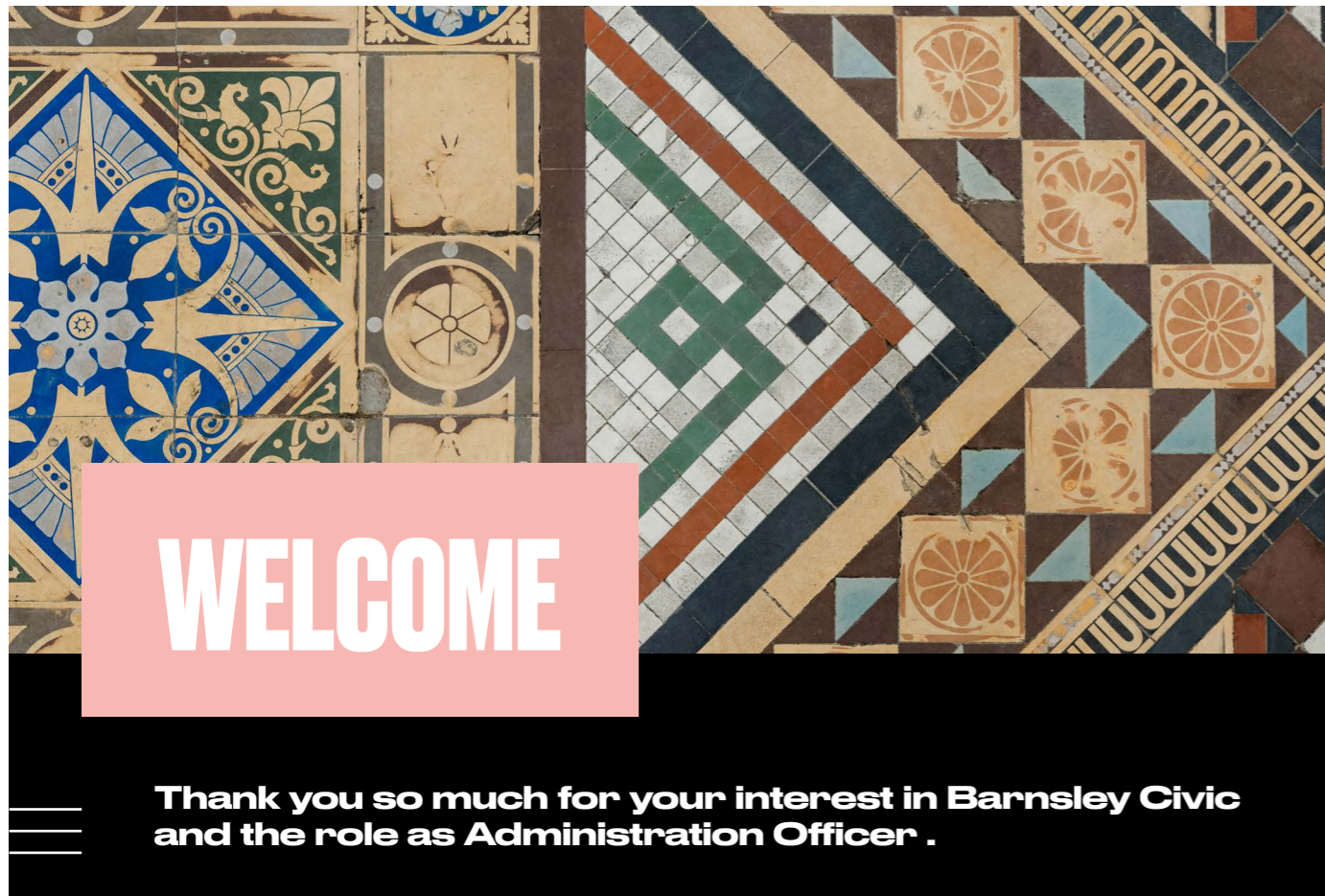
[barnsleycivic.co.uk](http://barnsleycivic.co.uk)

PUBLIC HALL 1877

# MARKETING MANAGER

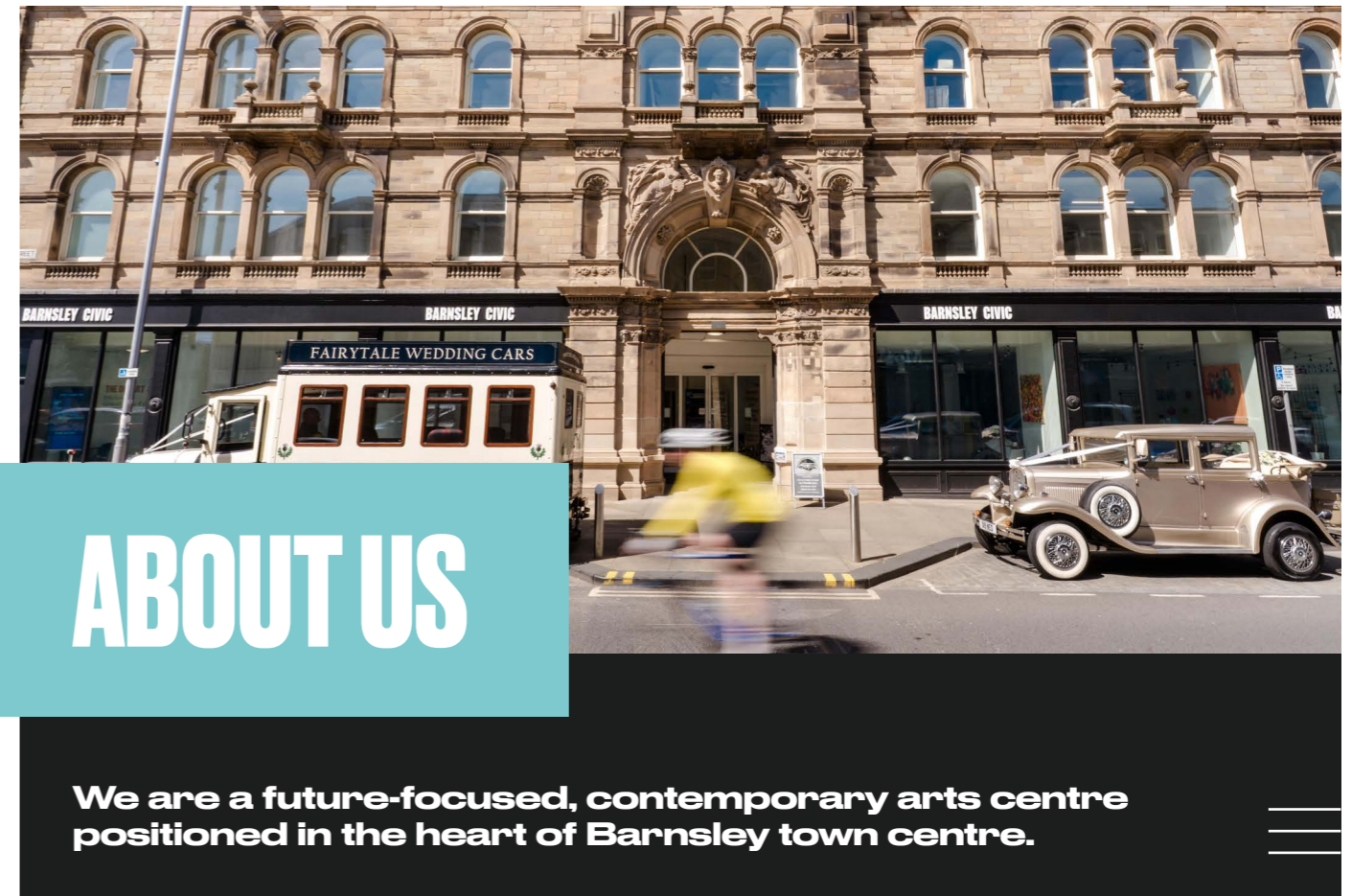
**BARNSLEY  
CIVIC**

**INFORMATION PACK**



**WELCOME**

**Thank you so much for your interest in Barnsley Civic and the role as Administration Officer .**



**ABOUT US**

**We are a future-focused, contemporary arts centre positioned in the heart of Barnsley town centre.**

Barnsley Civic is a regionally significant, contemporary arts centre in the heart of Barnsley town centre. With ambitious new leadership in place, and a growing cultural programme, this is a brilliant time to join our dynamic team.

We are a passionate and creative bunch. We believe in our shared cultural & social aims, and work hard together to deliver on them. Our collaborative team-led approach gives everyone a chance to shape what we do and how we do it.

In late 2024 we reopened our Eldon St entrance after more than 26 years, as part of a £2.5 million redevelopment project. As we prepare for our 150-year anniversary in 2027-28, a further £1 million+ capital investment will unlock more of our unique building, and we will be developing a wider and more diverse cultural programme; both inside and outside our historic walls.

In these challenging times, we are constantly seeking out new opportunities and new partnerships. The diversification of income streams goes hand-in-hand with an expansion of cultural ambition. Our optimistic vision for the future is that Barnsley Civic will play an ever-increasing role in the cultural and civic life of South Yorkshire, and the wider regional & national cultural landscape.

If you are looking for a new challenge, are ambitious for your own career, and want to be part of a positive & hopeful staff team, then please consider applying for this role. We look forward to hearing from you.



Barnsley Civic is a large and diverse arts & cultural centre. Our 150-year old building is Grade II listed. Across four floors, and over 50,000+ square feet, our public spaces include an adaptable 400-seat assembly theatre, a 50-seat studio theatre, three large development spaces, contemporary exhibition spaces, a classes studio, bars and catering spaces, and a welcoming community space in our newly reopened frontage. Alongside these public rooms, the building also holds a range of different office spaces occupied by resident companies and artists.

As a receiving house we programme a rich variety of performance and visual arts, welcoming national and regional tours and touring art exhibitions. We host a broad mix of theatre, dance, family shows, gigs, comedy and entertainment.

Alongside external programming, we are expanding our in-house production capacity, with both solo and co-produced projects in development. Like all mixed-use arts buildings we also support a range of private hire events to cross-subsidise our artistic programme.

Both within our building and beyond, our in-house engagement team works with a wide range of community partners and educational institutions to bring creative activities to Barnsley communities. Core activities include Cross the Sky, a theatre company working with learning-disabled adults.

We also deliver a growing heritage engagement programme, with support from partners like Historic England. A productive partnership with local and regional government provides the additional resources needed to help us maximise the impact and reach of our creative engagement and cultural programme.

As an Arts Council England National Portfolio Organisation we are focused on supporting the development of the local and regional cultural ecosystem. Our artist support and development activity includes a diverse studio theatre programme of new works, and the provision of creation space for both visual and performing artists. As the most significant ACE-funded cultural building in our area, we host many associate and resident artists and companies, and act as a meeting place for the whole regional cultural sector.

# A BIT ABOUT BARNLSLEY

**Barnsley is a welcoming, thriving, and vibrant location and is fast becoming one of Yorkshire's most exciting places to live, work visit and explore.**



Living in Barnsley gives you the best of what South Yorkshire has to offer - bustling towns surrounded by incredible outdoor space, it's minutes from the M1 and has superb transport links (train/ bus/ road).

Sitting on the northeast edge of the Peak District National Park, Barnsley is perfect if you enjoy getting out and about.

With picturesque countryside, beautiful parks and gardens (Yorkshire Sculpture Park), stately homes, industrial heritage, nature reserves, the Trans Pennine Trail, galleries, a wealth of public art, and bustling historic markets, right on the doorstep, it has plenty to offer.

There are some fantastic places to set up a home. Like most of South Yorkshire, Barnsley is best known for its rugged stone-built terraced homes but the most popular properties in the area are three-bedroom semi-detached homes - outlining Barnsley's appeal to families.

And with new developments springing up, the town also offers its fair share of newer houses, as well as town centre apartments close to the station for commuters.

Barnsley town centre recently underwent a £220M transformation, bringing a brand-new retail and leisure complex, The Glass Works and a great day, evening and night-time offer. This is driving footfall and business and attracting visitors from across the region.

The town centre is also home to The Seam development, Barnsley's Digital Campus. An urban village will transform the two Digital Media Centres and the Barnsley College Sci-Tech Digital Hub and will be a testbed for innovative ideas, supporting the Barnsley economy to grow, with digital and smart tech at the heart of it.

Across the borough, investment continues, with several major schemes underway and more in the pipeline.

# MARKETING MANAGER

## JOB DESCRIPTION AND PERSONAL SPECIFICATION

<b>Salary:</b>	£31,212 PA
<b>Hours:</b>	Full Time Role (35 hours per week)
<b>Holidays:</b>	26 days plus public holidays
<b>Based at:</b>	Barnsley Civic
<b>Reporting to:</b>	Executive Director
<b>Line Manages:</b>	Two Marketing Officers

### Overview of the role

The Marketing Manager will manage and deliver the marketing & communications strategy of Barnsley Civic, using data and CRM systems to improve performance and delivery.

Barnsley Civic delivers a wide-ranging commercial and artistic programme, including both ticketed and non-ticketed events; plus a growing strand of hires and space rentals. The Marketing Manager will use their creativity and experience to shape marketing activities across a diverse range of physical and digital channels. They will lead the marketing team as they grow ticket sales and hires, build organisational profile and expand community engagement.

The Marketing Manager reports directly to the Executive Director. The Marketing Manager directly line-manages the Marketing Officers.

## MAIN RESPONSIBILITIES AND DUTIES

### Strategy

- With guidance from the Executive Director, contribute to and deliver on evidence-driven, marketing & communication strategy.

### Marketing & Communications

- Promote the entire Barnsley Civic offer, driving footfall to the theatre, exhibitions, and engagement activities.
- Generate a wide range of innovative and dynamic approaches to marketing all element of Barnsley Civic's activity.
- Oversee day-to-day communications, liaising with staff, visiting companies, the media, etc.
- Develop and execute marketing campaigns that target new user groups and maintain attendance by regular patrons.
- Develop and deliver the marketing strategy for B2B audiences for conferences and hires, and B2C audience for weddings and parties.
- Manage the brand, creating and implementing accessible and inclusive communications and marketing materials.
- Supervise the development and maintenance of the website to ensure it is user-friendly, accessible, and aligns with our brand.
- Manage and develop relationships with media, designers, advertising, and digital partners.

### Finance

- Under the guidance of the Executive Director, take responsibility for delivery of marketing budgets, ensuring compliance with internal procedures and effective strategic financial management.
- Meet sales targets for commercial hires, classes and ticket sales as set by Executive Director.

### Commercial Events

- Collaborate with the Head of Operations to organise showcase activities (wedding fairs etc) to present Barnsley Civic to potential hirers.

## MAIN RESPONSIBILITIES AND DUTIES

### Fundraising

- Working with the Executive Director, and the wider staff team, deliver individual-giving fundraising campaigns and membership schemes.

### HR

- Line-manage the work of the Marketing Officers, overseeing their workload and task management and conducting regular supervision & annual reviews; while providing professional development support and pastoral care.
- Guide and support the Marketing Officers in managing social media channels, ensuring that content and campaigns effectively enhance our online presence, engage audiences, and drive traffic to our events and activities.
- Act as an inspirational leader of the Marketing Officers, providing them with new ideas and perspectives on marketing approaches.

### Data & Monitoring

- Gather, analyse, and utilise sales and marketing data to inform strategy and decision-making as set by Executive Director.
- Implement and maintain a CRM system and database of communications contacts.
- Provide regular reports for the Executive Director on earned income activities and sales performance to demonstrate ROI for marketing spend and activity.

### General

- Uphold and comply with the organisation policies and procedures and the law in relation to health and safety, financial regulations, equal opportunities, and data protection.
- Engage in appropriate personal training and professional development in agreement as and when required by the Executive Director, keeping up to date with marketing and industry trends and developments.
- Undertake all the duties commensurate with the salary and level of responsibility of the post, as directed by the Executive Director, and any additional responsibilities as directed.

# MARKETING MANAGER

## SKILLS, EXPERTISE AND EXPERIENCE

### Essential

Experience of managing and executing effective marketing and communications campaigns.

Experience of digital marketing techniques and tools.

Experience of detailed budget management & financial processes.

Experience of working towards, and delivering on, challenging ticket sales and commercial targets.

Experience of commissioning, overseeing, and manage creative campaigns and content.

Experience of producing high-quality, engaging materials aligned with brand objectives.

Knowledge & understanding of media, press, and advertising landscapes.

Knowledge of & expertise in using Microsoft Office suite, Adobe suite, WordPress etc.

An innovative thinker with a track record of developing creative solutions.

Possessing outstanding written and verbal communication skills.

Ability to work at a consistently high tempo delivering on challenging targets daily.

Ability to manage workload and prioritising tasks with high efficacy.

Ability to inspire and lead a wider marketing team.

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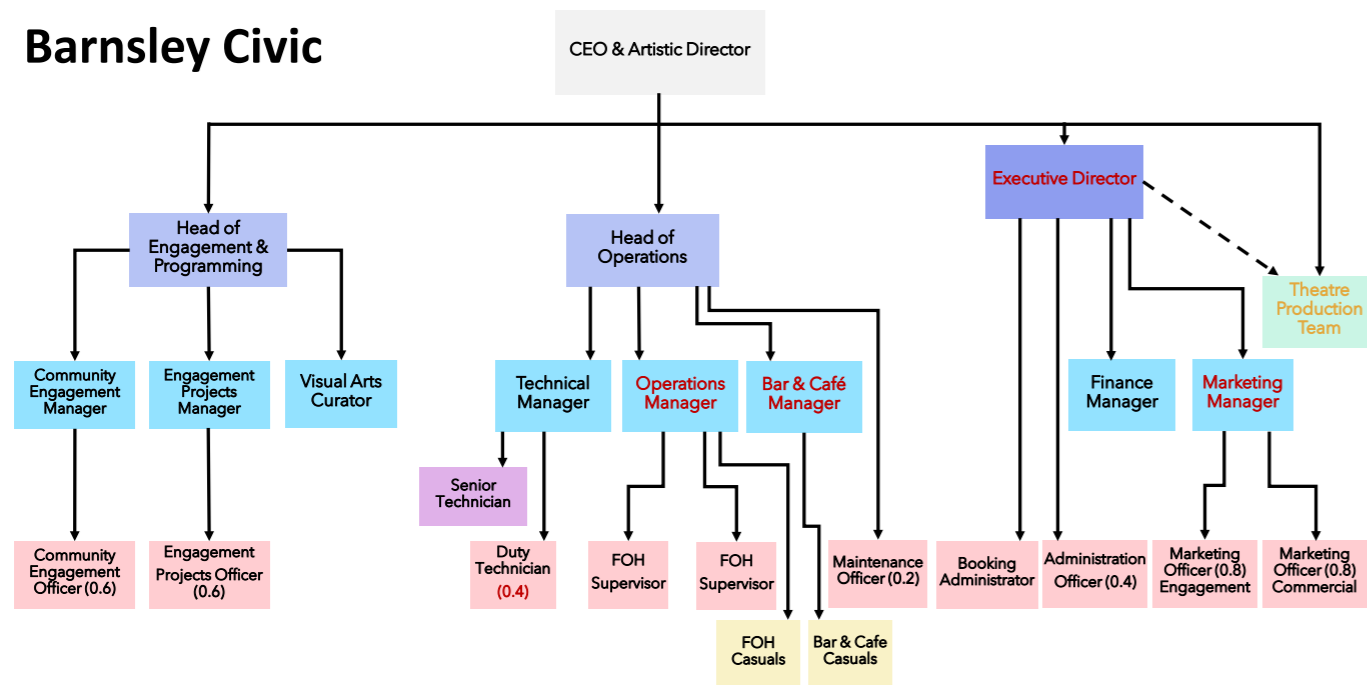
# MARKETING MANAGER

## Diversity

Barnsley Civic welcomes applications from everyone regardless of age, gender, ethnicity, sexual orientation, faith, socio-economic background or disability. All appointments are made on merit, following a fair and transparent process. The organisation employs positive action where appropriate to ensure our staff team better reflects our audiences and communities.

## Organisational Structure

### Barnsley Civic



# IMPORTANT INFORMATION

## LOCATION

Barnsley Civic  
Eldon Street  
Barnsley  
South Yorkshire  
S70 2JL

## EQUALITY

Barnsley Civic passionately believes in equality of opportunity and is firmly committed to encouraging equality, diversity, and inclusion throughout the cultural sector. We encourage applications from every part of society and will strive to make any necessary adjustments for the successful candidate and interviewees.

Reasonable expenses can be paid for travel or access requirements.

**Distances from Barnsley**  
Sheffield 20mins  
Leeds 25mins  
Manchester 70mins



## Submission Process

Submit your CV and cover letter outlining how your Skills, Knowledge and Experience meet the Job description and personal specification.

Provide two relevant professional referees we may contact.

Email: [jobs@barnsleycivic.co.uk](mailto:jobs@barnsleycivic.co.uk)

**Closing Date: 9am Monday 13th July**

**Interviews: w/c 20th July**

If you have any questions about the role please email

**[AndrewBishop@barnsleycivic.co.uk](mailto:AndrewBishop@barnsleycivic.co.uk)**



Supported using public funding by  
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