



# MARKETING & DIGITAL MANAGER APPLICATION PACK

**We're looking for a brilliant creative & data-driven mind to drive our marketing & digital activity including Bristol Open Doors. Does that sound like you?**

## **ABOUT US:**

**Design West** is a global centre of excellence for design & placemaking, based in Bristol.

Our programmes inspire, inform & involve people in the design of the world around them. We work across sectors & society to innovate, co-design & challenge. We are international & local, bringing the best people together to shape better places.

A registered charity, our mission is to inspire the public, politicians & professionals across the built environment to design better, healthier, places to live, work & relax. We learn from our heritage to build our future.

Our vision is a world designed for life.

We're a fast-paced, purposeful & modern organisation. Over the past 12 months we have transformed our harbourside home into a stylish new venue & café-bar, opening us up to wider audiences. We have successfully rebranded & are now looking for a passionate Marketing & Digital Manager to bring our venue & our programmes to life.

**Our Values:** We are collaborative, creative, expert, independent, open & visionary.

- **Inspirational Programmes:** Our world-class public programmes inspire & involve. From the Stirling Prize to Bristol Open Doors Festival, we engage up to 50,000 live audiences each year.
- **Placemaking:** We bring people together to co-design & vision great places. We collaborate with public & private sectors, leading with creativity & community.
- **Design Consultancy:** Our Design Review Service drives the development of better places across the South West.
- **Education:** Our award-winning Shape My City programme accelerates the best diverse talent in partnership with schools, universities & the best firms across the sector.
- **Strategy & Policy:** We support local government to address the challenges of today.

## ROLE SUMMARY

**Job Title:** Marketing & Digital Manager

**Employment Basis:** 37.5 hours per week

**Salary:** £30,000 - £34,000

**Employer:** Design West

**Location of Post:** Design West, 16 Narrow Quay, Bristol, BS1 4QA

**Reporting to:** Director

**Employment:** Permanent      **Probationary Period:** 6 months

*All offers of employment are subject to the receipt of satisfactory references.*



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## MAIN PURPOSE

We are looking to recruit a brilliant, driven & creative individual to lead our marketing & digital activity.

You will be critical in leading the growth of our audiences & cross-sector relationships, driving attendees to our events (including Bristol Open Doors Festival) & building our reputation with both B2B & B2C audiences. You will have an eye for design, excellent copy-writing skills, a strong understanding of digital & the ability to build strong relationships.

You will understand what a successful event looks like & know how to grow audiences & drive sales. You will have a nose for where to invest time & money to deliver impact. You will work alongside our team to drive the success of Bristol Open Doors, our biennial Festival of Place. You will enjoy creative collaboration & building brands.

Design West has been through an exciting transformation, tripling turnover, growing audiences & changing our home. You will play a large part in the next stage of our evolution. We're a hands-on, energetic small team who focus on impact, we're looking for someone with a can-do collaborative attitude to power our next phase.

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## MAIN RESPONSIBILITIES

### Digital Strategy

You will work across the organisation to integrate inspiring digital content to meet our charitable aims & drive audiences & revenue. This includes:

- Increasing our use of digital content across the organisation
- Management of our websites & digital channels including social media
- Developing our CRM & ticketing system with the Director
- Use of targeted digital advertising to successfully build influence & drive sales
- Development & execution of successful campaigns to raise funds & awareness

### Management

- Plan & manage the Marketing & Events budgets in collaboration with the Director
- Manage an in-house trainee Content Creator/ Marketing Executive
- Manage the Partnerships Manager to drive corporate memberships
- Recruit & manage interns & production staff as required
- Manage strong working relationships with suppliers including digital developers, designers, film-makers, photographers & PR

### Communications

- Grow the profile & brand of Design West as a global leader in design & placemaking
- Develop our brand & drive marketing activity to meet our commercial & charitable objectives
- Promote our venue, Bristol Open Doors & our Design Review services to their B2C & B2B audiences
- Create & commission inspiring, engaging content
- Demonstrate strong reach, sales & engagement
- Understand & value strategic audience growth, including setting targets & using analytics to monitor success & implement change
- Set KPIs & prepare reports to the board & funders against marketing benchmarks & audience targets

### Income generation

We are looking for someone who is creative but also commercially astute & able to drive revenues for the organisation through marketing. This will include:

- Driving ticket sales for our events programme & Bristol Open Doors Festival
- Promoting our Design Review Services to grow bookings
- Developing membership strategies to increase annual recurring revenues with the leadership team
- Working with our Venue Manager & their team to drive space hires & market the café bar

### Events

This exciting role requires some experience of selling & co-ordinating successful events. Every two years, Bristol Open Doors is programmed in partnership with the city. You will help to select the adventures & will lead on co-ordinating the listings. An understanding of what excites, intrigues & motivates audiences to book is critical to the role. You will use this knowledge to develop creative digital communications to continue to develop ticket sales across our well-attended programmes.

## Cultural fit

- Be an informed, collaborative & enthusiastic member of the organisation
- Attend relevant programme & networking events nationally & across the city
- Take an active interest in new technologies & creative content
- Undertake any other duties as deemed reasonable, as requested by the Director to support the success of the organisation
- Occasional evening & weekend work is required as part of this role

## Benefits

- Great city-centre harbourside location & vibrant venue
- 50% discount for our in-house café-bar
- 25 days holiday plus bank holidays, with option to buy back holiday (up to 5 days)
- Contributory company pension
- Friendly collaborative team with a strong network across the city
- Team socials & events
- Being part of a purpose-led organisation that leaves a positive impact on the world
- Support for training & development

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## ABOUT YOU:

### PERSON SPECIFICATION

You are ambitious, creative, self-motivated & can work collaboratively to achieve results. You'll be excellent at relationship-building & your structured approach will drive new opportunities & bring others with you.

**This role is based at the Design West venue** on Bristol's vibrant harbourside. We have found that being together as a small team is important to our culture, creativity & success as a charity.

### Essential

- At least 3-years' experience in a marketing role
- Proven talent for creating inspiring digital campaigns that work
- Experience of successfully driving ticket sales
- Excellent copy-writing skills & an ability to write for professional & public audiences
- Experience of managing design & print projects & an eye for inspiring visuals
- Experience of commissioning web & digital development
- Proven ability to create and manage the creation of strong video content
- Strong understanding of data & the ability to use analytics to implement change
- Experienced in the use of digital tools including Mailchimp, Wordpress, Google Analytics
- Understanding of GDPR & data protection legislation
- Evidence of successfully developing audiences to deliver financial growth
- Experience of managing a range of stakeholders & strong advocacy skills
- Excellent team player
- Strong time management skills & an ability to work to deadlines under pressure
- Interest in design, cities, placemaking/architecture & cultural events
- Commitment to own professional development & keeping up-to-date with legislation & best practice

## Desirable

- Experience of working in a creative agency &/or small business.
- Experience of working in design, the creative/cultural sector

## APPLY

Please provide us with a current CV & a letter of application outlining your interest in & suitability for the role. Please refer specifically to the Responsibilities & Person Specification, ensuring your letter is no longer than two pages.

Address your letter to the Director.

EMAIL applications to [khaliuna.bale@designwest.org.uk](mailto:khaliuna.bale@designwest.org.uk)

**DEADLINE:** All applications must be received by **9am on Fri 16 Sept 2022**

**START DATE:** Oct 2022 exact start date to be negotiated with the successful candidate.

**INTERVIEWS:** Anticipated Interview Date: **Wed 21 Sept 2022**

*Design West is an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age.*

