



JOB DESCRIPTION

Job Title:	Senior Marketing Officer
Contract:	Fixed Term (9 th Feb – 29 th May 2026)
Hours:	Full-time (37 hours p/w); part-time applications will be considered.
Location:	Hybrid (home working & Brighton-based office for 2 days per week – increasing to 5 days per week during May 2026 for Brighton Festival)
Reports to:	Marketing Manager
Job purpose:	To produce and deliver effective marketing campaigns for events at Brighton Dome & Brighton Festival and contributing to the overall work of the Marketing Department.

About Brighton Dome & Brighton Festival (BDBF)

We are a leading arts charity made up of an historic events venue - **Brighton Dome**; the largest music education service in the South-East, **Create Music**; and the biggest curated annual cross-arts festival in England, **Brighton Festival**. Together we bring arts and culture to a wide range of diverse audiences reaching over 400,000 people each year. We believe in the transformative power of the arts and how they can provide a catalyst for social change for good. We are committed to bringing all sorts of arts to all sorts of people - from inviting the greatest artists to our stages for all to experience, offering participation activities and workshops at all stages of life, to teaching music in schools - we aim to inspire creativity in people of all ages with experiences to remember for a lifetime.

Brighton Dome is an extraordinary space in which to bring the arts alive. As the south coast's premier multi-arts venue, each year we present over 600 events spanning music, theatre, dance, comedy, literature, spoken word, visual arts, film, digital, community and participatory events. Our magnificent Grade I and II listed buildings situated in the heart of the city form part of the Royal Pavilion Estate and have been a shining beacon for the community for over 200 years. Starting as a grandiose riding stable for Prince Regent and transforming into many guises thereafter; from a place of protest and solidarity for suffragettes, to a temporary hospital in the First World War, a refuge for wartime dances in WWII, and even a roller-skating venue.

In 2023 we reopened our newly restored Corn Exchange and Studio Theatre, following a major refurbishment, with an expanded live arts and heritage programme. Along with restoring long-lost heritage features, we now have a new dedicated creative space, *Anita's Room*; a new restaurant and bars; and additional public spaces where our visitors can relax and enjoy the venues' iconic architecture at the heart of our city.

Each year we produce **Brighton Festival**, the largest curated annual arts festival in England. A celebration of music, theatre, dance, circus, art, film, literature, debate, outdoor and community events, Brighton Festival takes place in familiar and unusual locations across Brighton & Hove and further afield for three weeks every May.

Create Music is the Hub Lead Organisation of the Sussex Music Hub, delivering music engagement and learning experiences across Sussex. Create Music directly teaches over 10,000 children and young people music, each year. Our vision is a future where children and young peoples' lives are forever transformed by the power of music, the value of belonging and opportunities without barriers. Young people tell us music-making is an essential part of their lives - it makes them feel worthwhile. Not only does it energise them, it also helps them explore their emotions, feel connected and cope in difficult



times. We offer a rich, diverse and inclusive teaching programme in schools, in five music centres across the county, in online spaces, and a variety of short courses outside of school time, which means we offer something for all children and young people, no matter who they are or where they live.

Create Music is also a part of **Future Creators**, a dynamic collective of organisations who work together to unlock the creative potential, skills, and voices of children and young adults across the region. With children and young people at the heart of everything they do, Future Creators work from their need's outward, connecting them with local opportunities best suited to their growth.

About the Department

The Marketing team is responsible for engaging, retaining, and building audiences for all the activities of Brighton Dome's year-round programme and corporate activity, the annual Brighton Festival and our music education hub, Create Music. Our teams' success is achieved through a mix of audience insight, brand development, customer relationship management, digital creativity and innovation and bold, intelligent campaign activity.

Key Responsibilities:

- To work with the Marketing Manager to take an active lead in coordinating and producing priority marketing campaigns for both Brighton Dome's year-round seasonal programme and Brighton Festival 2026
- To manage marketing budgets for all assigned priority campaigns
- To provide robust evaluation of marketing campaigns to help inform future strategy and activity for the wider Marketing Department
- To contribute to the development of BDBF's marketing and digital marketing strategies
- To utilise e-mail software (Spotler) to produce targeted, effective marketing emails and use evaluation and reporting to inform best practise for the Marketing Department
- To liaise with other departments and external partners to collect and collate required information for campaigns
- To help expand and develop the use of social media as part of our creative marketing campaigns
- To maintain our websites and to develop them where necessary as effective marketing tools
- To contribute to the department's brief to maximise earned income through ticket sales and be mindful of other commercial means in seasonal messaging; hires, memberships, donations and merchandise
- To be aware of our equality and diversity strategy and environmental strategy and ensure needs are being integrated into campaign messaging
- To explore audience development opportunities linked to our events programme and build relationships with potential target audience groups and community organisations
- To help support content production for campaigns; photography, film etc
- To help to maintain and develop strong brands for BDBF and enhance their profiles
- To work on other areas of the marketing operation as required

Essential Criteria

Attainment: Graduate calibre (or similar level of experience)

Work related experience:

- Substantial experience of working in a busy arts marketing environment
- Strong experience of managing arts marketing campaigns with varying budgets
- Strong campaign evaluation and reporting experience



- Experience of working with a ticketing / CRM platform
- Excellent copywriting skills with good use of language across a range of media
- Experience of using social media as a marketing tool, including the ability to create a range of content
- A good eye for design and experience of working with photo editing software e.g. Photoshop, Canva or other design tools
- Able to communicate effectively in a timely manner and build strong relationships with colleagues and external partners
- Good eye for detail and strong proof-reading skills

Disposition:

- Flexible and resilient, able to prioritise and meet deadlines, including under pressure, in a busy environment
- Calm and positive, with a can-do attitude and solution-focused attitude to challenges
- Reliable and willing to work evenings and weekends on occasion, particularly during Brighton Festival in May
- An ability and enthusiastic willingness to represent the organisation with a demonstrable interest in the arts

Desirable Criteria

- Knowledge of a wide range of artforms and genres
- Knowledge of Festival event marketing
- Experience of the Audience View CRM system
- Experience of working with Spotler (formerly Pure360)

Contract:	Fixed Term
Salary:	£28,250 pro rata (9 th Feb – 29 th May 2026)
Pension:	Aviva pension scheme – 5% employer contribution and 3% employee contribution
Hours:	Full time (part time applications will be considered) - 37 hours per week averaged over 52 weeks including evening and weekend work. Out-of-hours work will be required, particularly during Brighton Festival in May 2026. A TOIL policy applies.
Holidays:	25 days per annum plus bank holidays
Notice Period:	1 month