

## Digital Marketing Officer Job Description

Bath Festivals are looking for an individual with a proven interest in arts marketing and current experience in and passion for digital marketing and content creation. You will need to have an eye for detail, brilliant creative and organisational skills and bags of enthusiasm. You should have a strong grasp of current digital marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution. As an initiative taker, you will create powerful, relevant and engaging content for the appropriate digital channels through gaining a deep understanding of our various festival audiences. You will need to be motivated by a fast-paced work environment.

### Responsibilities:

- Support the Head of Marketing and Communications and wider team with the Bath Festivals marketing activity with a focus on the digital marketing. This will include marketing The Bath Festival in May and the Bath Children's Literature Festival in September/October.
- Research the artists and authors coming to the festivals and create interesting content for blog posts, e-newsletters and social media.
- Create GIFs and branded graphics to use online to promote events.
- Write and dispatch email marketing campaigns.
- Maintain all of Bath Festivals social media handles including responding promptly to incoming queries and comments.
- Implement the paid social media advertising in the most effective way to result in ticket sales.
- Update online event listings for the events that take place during our festivals.
- Maintain and update the Bath Festivals website including the improvement of our SEO.
- Use Google Analytics to monitor the performance of our website and make recommendations for improvement.
- Provide accurate reports and analysis to demonstrate effective return on investment (ROI).
- Produce and proof-read copy used for various marketing material.
- Complete daily administrative digital marketing tasks.
- Keep up to date with current digital trends.

### Requirements:

- Passion for the arts and the marketing industry and its best practices.
- Experience in successfully implementing different digital marketing techniques.
- Excellent verbal and written communications skills.
- Strong initiative and self-motivated
- Good organisation skills, ability to multitask and prioritise workloads.
- Good team-work skills and enthusiastic attitude.
- Wordpress/ website experience.
- Photoshop and Indesign skills.
- In depth understanding of Google Analytics.

### Desirable:

- Marketing qualification
- Photography skills