

Marketing Manager – Fixed Term until March 2026

Closing date: 10 November

Interviews will be held on: 23 November

All eyes will be on Bradford District in 2025 as we deliver more than 1,000 new performances and events for Bradford's year as city of Culture. This is an incredible opportunity for us to show a new side of Bradford to the world. To do this we need a team of dedicated, passionate, and enthusiastic people and have a fantastic opportunity for Marketing Manager to join our growing team.

As our Marketing Manager you'll be creative, experienced and detail driven. You'll have a proven track record for developing stand-out campaigns rooted in market and audience insight. Over the next 2 years you'll deliver the Bradford 2025 marketing strategy confidently combining the delivery of multiple, integrated campaigns.

Striving for success, your work will be audience-focussed and results-driven. You'll be a confident communicator with experience in balancing the needs of multiple stakeholders including funders, artists, and internal teams to deliver great results and an unforgettable year of culture.

Key responsibilities:

- Devise and deliver the brand and the programme marketing strategies. Working with internal and external teams you will manage high-profile, creative, and effective campaigns that drive engagement and footfall.
- To ensure marketing work is agreed, effective and integrated you'll be confident working with supporters, sponsors, partners, and creatives.
- Effectively manage multiple marketing campaign budgets and timing schedules to ensure that all activity is delivered on time, on budget, and compliant with Bradford 2025 guidelines
- You'll champion our audience segmentation model and use insight and data to develop and evaluate campaign outcomes, ensuring lessons learned are implemented through a system of continuous improvement.
- You be confident developing fully integrated campaigns. Digital campaigns will be tracked and optimised for performance and best results.
- Cultivate local and regional connections with marketing peers and delivery teams to establish networks that will grow the district's cultural imprint up to 2025 and into the future.
- Acting as a 'Brand Guardian' ensuring that all communications, both physical and digital are on message.
- Support on the appointment and management of media buying and design agencies in line with BD25 procurement guidelines.
- Work with the Digital Manager to ensure all marketing campaigns are integrated online and the online estate drives engagement both on and offline.
- Support income generating projects and products reporting on marketing activity in relation to commercial performance and ROI.
- Recruit, develop and manage a Marketing Officer

You will have:

- Relevant experience in a creative marketing role
- Excellent interpersonal skills with proven ability to manage relationships across a project and with external partners/suppliers.
- Excellent written and verbal communication skills with an ability to write effective, interesting and persuasive copy, interpreting information appropriate to the intended audience.
- Experience of using CRM system and email marketing
- Demonstrable experience of planning and delivering integrated marketing campaigns
- A track record of effectively delivering multiple projects at one time in a busy environment.
- Experience of working with a press team
- Demonstrable experience in delivering successful footfall campaigns.
- The confidence to challenge ideas to ensure new ways of thinking.
- Up to date knowledge of a wide range of marketing techniques with specific emphasis on digital skills, and the ability to apply these selectively to comms plans and campaigns.
- Experience of managing and developing members of a team

Benefits include:

- £35,000 - £38,000 dependent upon previous experience
- 37 hours per week worked flexibly Monday to Friday, predominantly office based (City Centre location)
- 25 days holiday plus bank holidays
- Contributory pension scheme with 5% employer contribution
- High street discounts through Charity Worker Discounts
- 2x Death in Service cover
- Confidential Employee Assistant Helpline

We expect everyone in our team to:

- Develop an understanding of Bradford City of Culture 2025, its values, the benefits it brings to the Bradford District and to funders and sponsors.
- Create a positive working environment, underpinned by our values.
- Act as an ambassador for Bradford City of Culture 2025.
- Drive change in our industry through actions and words that advocate inclusion and equality, creating a culture that recognises and celebrates diversity and sustainability.
- Be accountable for the safety of themselves and others by working safely and in accordance with our Health & Safety and Safeguarding Policies.
- Ensure we are collecting and using data from all activities to inform decisions, demonstrate our impact and fulfil our funding conditions in line with GDPR.
- Undertake relevant training and development as required.
- Be open to the opportunities to mentor, train and develop colleagues and participants in Bradford 2025.
- Carry out any other tasks that will be required on an ad hoc or continuing basis, commensurate with the general level of responsibility of your position.

We're committed to ensuring that everyone feels accepted and can be their true selves at Bradford 2025, and we want our team to reflect our district. We believe that diversity in our team is crucial to our success, so we welcome applications from all races, genders, religions, ages, and sexual orientation as well as from people living with disabilities. We are proud to be an equal opportunity workplace and our ambition is to recruit and retain the best people regardless of background.

If your experience looks different from what we've advertised and you believe that you can bring value to the role, we'd love to hear from you. If you require any adjustments to the recruitment process, please let us know so we can help you to be at your best. This might be as simple as wanting sight of the interview questions ahead of time – whatever it is, just ask and we'll see what we can do.

To apply for the role please submit a copy of your CV and a covering letter (no more than one side of A4) to Recruitment@bradford2025.co.uk. Please ensure your CV and covering letter demonstrate clearly how your skills and experience meet the requirements of the role.