

BIRMINGHAM ROYAL BALLET

JOB DESCRIPTION

Job Title:	Marketing & Communications Coordinator
Department:	Commercial Team
Reporting line:	Head of Marketing
Salary:	Fixed term 12-month contract at £28,080.00 per annum
Hours:	40 hours / week (MTWTF), some evening and weekend work (Hybrid working with a minimum 2 days per week at Thorp Street)

Birmingham Royal Ballet exemplifies a modern, ambitious world-class ballet company that inspires, develops, and showcases the best of our country's talent and creativity, whether through creating new ballets or inspiring people to experience, take part and excel in this exceptional art form. Our focus is to offer excellence and access for all.

Birmingham Royal Ballet's mission is to reach out and move people with great ballet and music. The Company tours world-class ballet to the widest possible audience in the UK and internationally; creating new works that reflect the world we live in and releasing the creative potential in people of all ages and backgrounds

Role Description

Sitting within the Sales, Marketing & Audience (SM&A) team, the Marketing and Communications Coordinator's roles will include:

Supporting the creation and uploading of web content (working with the Senior Marketing Exec – Insight and the Social Media Exec) as part of the company's audience growth strategy.

Supporting the Senior Marketing Execs in the creation of the company's e-communications

Supporting our external, off-site Press and PR teams as needed (coordinating interviews, imagery etc)

Coordinate the Company's merchandising offer.

Assist with delivering marketing campaigns as requested.

Key Responsibilities:

- Support the Head of Marketing and the Senior Marketing Exec (Insight) with updating and refreshing BRB's website and developing new web content ideas to support BRB's audience growth strategy
- Support the delivery of marketing campaigns as needed (scheduling, proofing and delivering assets etc as requested)
- Maintain merchandise stock and financial records are kept up to date, pack and despatch orders for inhouse merchandise, oversee online sales to flag any issues raise, and liaise with colleagues and venues as needed to ensure in-venue sales run smoothly.
- Assist the press teams as needed (coordinating the supply of images, liaising with colleagues etc)
- Ensure any public facing assets and communications are on brand and consistent