




# MARKETING OFFICER

**BARNSLEY  
CIVIC**

**INFORMATION PACK**





# WELCOME

**Thank you so much for your interest in Barnsley Civic and the role as Marketing Officer.**

Barnsley Civic is a regionally significant, contemporary arts centre in the heart of Barnsley town centre. With ambitious new leadership in place, and a growing cultural programme, this is a brilliant time to join our dynamic team.

We are a passionate and creative bunch. We believe in our shared cultural & social aims, and work hard together to deliver on them. Our collaborative team-led approach gives everyone a chance to shape what we do and how we do it.

In late 2024 we reopened our Eldon St entrance after more than 26 years, as part of a £2.5 million redevelopment project. As we prepare for our 150-year anniversary in 2027-28, further capital investment will unlock more of our unique building, and we will be developing a wider and more diverse cultural programme; both inside and outside our historic walls.

In these challenging times, we are constantly seeking out new opportunities and new partnerships. The diversification of income streams goes hand-in-hand with an expansion of cultural ambition. Our optimistic vision for the future is that Barnsley Civic will play an ever-increasing role in the cultural and civic life of South Yorkshire, and the wider regional & national cultural landscape.

If you are looking for a new challenge, are ambitious for your own career, and want to be part of a positive & hopeful staff team, then please consider applying for this role. We look forward to hearing from you.




# ABOUT US

**We are a future-focused, contemporary arts centre positioned in the heart of Barnsley town centre.**

Barnsley Civic is a large and diverse arts & cultural centre. Our 150-year old building is Grade II listed. Across four floors, and over 50,000 square feet, our public spaces include an adaptable 400-seat assembly theatre, a 50-seat studio theatre, three large development spaces, contemporary exhibition spaces, a classes studio, bars and catering spaces, and a welcoming community space in our newly reopened frontage. Alongside these public rooms, the building also holds a range of different office spaces occupied by resident companies and artists.

As a receiving house we programme a rich variety of performance and visual arts, welcoming national and regional tours and touring art exhibitions. We host a broad mix of theatre, dance, family shows, gigs, comedy and entertainment. Alongside external programming, we are expanding our in-house production capacity, with both solo and co-produced projects in development. Like all mixed-use arts buildings we also support a range of private hire events to cross-subsidise our artistic programme.

Both within our building and beyond, our in-house engagement team works with a wide range of community partners and educational institutions to bring creative activities to Barnsley communities. Core activities include Cross the Sky, a theatre company working with learning-disabled adults. We also deliver a growing heritage engagement programme, with support from partners like Historic England. A productive partnership with local and regional government provides the additional resources needed to help us maximise the impact and reach of our creative engagement and cultural programme.

As an Arts Council England National Portfolio Organisation we are focused on supporting the development of the local and regional cultural ecosystem. Our artist support and development activity includes a diverse studio theatre programme of new works, and the provision of creation space for both visual and performing artists. As the most significant ACE-funded cultural building in our area, we host many associate and resident artists and companies, and act as a meeting place for the whole regional cultural sector.



# A BIT ABOUT BARNLSLEY

**Barnsley is a welcoming, thriving, and vibrant location and is fast becoming one of Yorkshire's most exciting places to live, work visit and explore.**



Living in Barnsley gives you the best of what South Yorkshire has to offer - bustling towns surrounded by incredible outdoor space, it's minutes from the M1 and has superb transport links (train/ bus/ road).

Sitting on the northeast edge of the Peak District National Park, Barnsley is perfect if you enjoy getting out and about.

With picturesque countryside, beautiful parks and gardens (Yorkshire Sculpture Park), stately homes, industrial heritage, nature reserves, the Trans Pennine Trail, galleries, a wealth of public art, and bustling historic markets, right on the doorstep, it has plenty to offer.

There are some fantastic places to set up a home. Like most of South Yorkshire, Barnsley is best known for its rugged stone-built terraced homes but the most popular properties in the area are three-bedroom semi-detached homes - outlining Barnsley's appeal to families.

And with new developments springing up, the town also offers its fair share of newer houses, as well as town centre apartments close to the station for commuters.

Barnsley town centre recently underwent a £220M transformation, bringing a brand-new retail and leisure complex, The Glass Works and a great day, evening and night-time offer. This is driving footfall and business and attracting visitors from across the region.

The town centre is also home to The Seam development, Barnsley's Digital Campus. An urban village will transform the two Digital Media Centres and the Barnsley College Sci-Tech Digital Hub and will be a testbed for innovative ideas, supporting the Barnsley economy to grow, with digital and smart tech at the heart of it.

Across the borough, investment continues, with several major schemes underway and more in the pipeline.

# MARKETING OFFICER

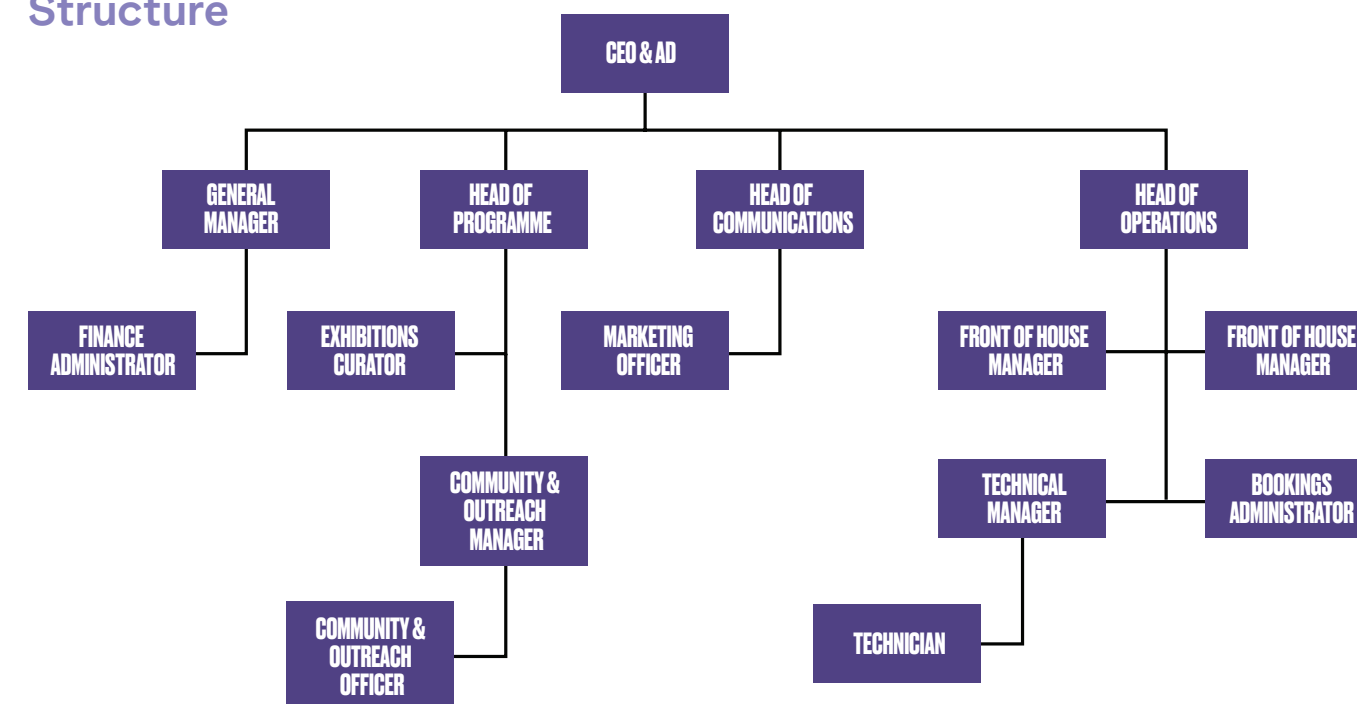
## JOB DESCRIPTION

The main focus of the role is to carry out the day to day marketing activity to promote Barnsley Civic's shows, exhibitions, venue hires and learning & engagement programme under the guidance of the Head of Communications.

## Diversity

Barnsley Civic welcomes applications from everyone regardless of age, gender, ethnicity, sexual orientation, faith, socio-economic background or disability. All appointments are made on merit, following a fair and transparent process. The organisation employs positive action where appropriate to ensure our staff team better reflects our audiences and communities.

## Organisational Structure



## AREAS OF RESPONSIBILITY

### Social media

- Content creation and scheduling of posts across Facebook, Instagram, LinkedIn and TikTok.
- Deliver campaigns to promote shows, exhibitions, venue hires and our learning & engagement programme.
- Manage paid advertising across social media channels for target audiences.
- Liaise with external promoters on contra advertising deals.
- Compile reports on engagement and reach.
- Monitor social media messages and comments.

### Email marketing

- Draft, design and schedule email newsletters and seasonal launches.
- Use audience segmentation to target campaigns.
- Monitor open, click-through rates and sales generated.

### Promotion within the venue

- Manage physical posters and displays around the venue.
- Programme venue digital display screens.
- Liaise with promoters on production and delivery of physical marketing assets.

### Print and design

- Produce, design and order short run flyers, booklets, signage and posters using templates and Barnsley Civic brand assets.
- Design digital assets for display screens and social media.
- Provide copy and images for seasonal programmes.
- Manage local print distribution.

### Website

- Upload and update news items, events and images.
- Support website development.

### Audience Development and Direct Marketing

- Deliver direct marketing activity.
- Support audience development strategy and learning & engagement programme.

### General

- Support the Box Office team with general admin of the ticketing system.
- Task management of additional marketing activity carried out by wider team.
- Keep all personal marketing expenditure recorded and up to date.
- Coordinate event listings on external listings sites and social media groups.
- Any other duties and tasks as appropriate to the role and identified by line manager.

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## SKILLS, EXPERTISE AND EXPERIENCE

### Essential:

- Experience of working within a marketing team.
- Excellent copy writing and communications skills.
- Experience of tailoring communications to reach specific audiences across different platforms.
- Experience of managing or running social media channels.
- Experience of designing digital and print assets using software such as Canva
- Experience of creating and editing video content for social media.
- Experience of using email marketing software.
- Ability to organise workload, prioritise tasks and meet deadlines.
- Ability to work collaboratively as part of a wider team.
- High level of attention to detail.

### Desirable (but not required):

- Experience of working in a cultural or heritage organisation.
- Experience of using data to inform marketing practices.
- Experience of using Adobe design packages (Photoshop, Indesign).
- Knowledge or experience of using a commercial ticketing systems.
- A knowledge of WordPress.
- A knowledge of Barnsley and the wider South Yorkshire region.

## IMPORTANT INFORMATION

### LOCATION

Barnsley Civic  
Eldon Street  
Barnsley  
South Yorkshire  
S70 2JL

### EQUALITY

Barnsley Civic passionately believes in equality of opportunity and is firmly committed to encouraging equality, diversity, and inclusion throughout the cultural sector. We encourage applications from every part of society and will strive to make any necessary adjustments for the successful candidate and interviewees.

Reasonable expenses can be paid for travel or access requirements.



### Terms and Conditions:

Salary: **£26-28K PA (dependent on experience)**

Hours: **Full time (35 hours per week)**

Holidays: **26 days plus public holidays**

### Applications:

If you're interested in the position, please send your CV and a cover letter detailing how your experience and skills match the above job description to Ralph Parmar, Head of Communications, [ralphparmar@barnsleycivic.co.uk](mailto:ralphparmar@barnsleycivic.co.uk).

**Applications will close at 9am on 20th October 2025.**

**Interviews will provisionally be held on 27th October 2025.**





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ENGLAND**



**BARN斯LEY**  
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