

Marketing and Communications Officer (Heritage)

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| Job Title | Marketing and Communications Officer (Heritage) |
| Contract | Part Time 90 days work between January 2026 & December 2026 (approximately 1.5 - 2 days per week) Preference for working on a Monday or Thursday to fit with other members of the project team Freelance |
| Location | Flexible according to preference. Office space is available at our HQ in Barnsley. Remote or hybrid working is suitable for this role. |
| Salary | Fixed Project Fee of £9,000 |
| Place in Organisation | Reports directly to the Marketing and Communications Manager |
| Works closely with | Heritage Programme Manager; Brass Bands Archivist; Heritage Project Officer; Marketing and Communications Officer |

About the Role

This freelance opportunity is ideal for a candidate with some experience working on arts and culture or heritage projects. You'll work closely as part of the Marketing and Heritage teams on the marketing and communications supporting an exciting and engaging programme of outreach activities, consultation events and exhibitions to bring [The Brass Bands Archive](#) to life.

How to apply

Applications can be submitted via the [Marketing and Communications Officer \(Heritage\)](#) application form. As part of this form, you will need to provide a covering letter (up to 500 words) detailing your suitability for the role, and upload an anonymised CV.

Candidates will be shortlisted on the basis of the person specification.

Please ensure that your suitability in reference to this criteria is addressed in your application. If you require any further information about the role please contact jobs@bbe.org.uk in the first instance.

Applications close on **Monday 17 November at 9am**, with interviews held online on **Monday 24 November**.

Tasks and responsibilities


The key tasks and responsibilities for this role are:

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| To provide marketing support for Heritage projects |
| <ul style="list-style-type: none">• Attend project meetings• Follow-up any necessary actions in advance• Lead on marketing delivery the Diverse Voices consultation project and The Brass Band Archive• Plan and deliver marketing and PR activity• Create graphics for printed material when needed |
| To plan and prepare member's newsletters and other mailings |
| <ul style="list-style-type: none">• Coordinate the monthly newsletter, gathering relevant information from the team• Create and distribute ad hoc mailings as directed |
| To manage social media content |
| <ul style="list-style-type: none">• Lead the creation, posting and scheduling of social media content on a number of social media channels, predominantly Facebook, Instagram, Twitter and LinkedIn, including The Brass Bands Archive instagram account• Create graphics for social media when needed• Creating paid advertising campaigns for social media• Gather relevant data on reach and interaction as directed on monitoring and evaluation |
| To create written content |
| <ul style="list-style-type: none">• Write engaging copy for news stories and members resources• Write and distribute press releases |
| To work with partner organisations |
| <ul style="list-style-type: none">• Support relationships with core partners, such as Heritage Quay and Shape North |
| To support the delivery of Brass Bands England's marketing strategy |
| <ul style="list-style-type: none">• Support the delivery the strategy set out by the Marketing and Communications Manager• Lead on scheduling, creating and distributing all communications |
| General Duties |

- Contribute to quarterly reporting to BBE trustees
- Any other duties pertinent to the role

Person Specification

| Relevant Experience | Essential | Desirable |
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| Experience in marketing or communications in an arts and culture or heritage setting | ● | |
| Experience of copywriting and social media content creation | ● | |
| Experience working in partnerships | ● | |
| Knowledge | Essential | Desirable |
| Understanding of the arts and heritage funding system | | ● |
| Interest and enthusiasm for the brass band or community music sector | | ● |
| Knowledge of the software systems used by BBE (iMIS, Airtable, Microsoft Office Suite, Google Suite, Zoom) | | ● |
| Skills | Essential | Desirable |
| Excellent attention to detail | ● | |
| An ability to plan, prioritise and work to tight deadlines | ● | |
| An ability to work as part of a team and act professionally and respectfully | ● | |
| Efficient and courteous written and verbal communication skills | ● | |
| Sufficient IT literacy to use customer relationship management software and project management software | ● | |
| Role Requirements | Essential | Desirable |
| Able to undertake evening and weekend work on occasion | ● | |

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| Commitment to inclusion, diversity, equity and access |  | |
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