

Recruitment Pack

Marketing Officer

Application Deadline: 9am, 15th Sept 2025

Interview Date: 25th Sept 2025



'Processions', (image credit: Michelle Chalkley)

Bedford Creative Arts is an Arts Council England National Portfolio Organisation.
Our Registered Charity No. is 1119555. Company Limited by Guarantee 5305188.

About the role

This is an exciting, creative marketing position ideal for someone developing their arts marketing career who is talented at using communication platforms to share our passion for working with communities with a variety of different audiences.

What you will be doing

You will use a range of marketing tools to communicate to our diverse audiences, peers and partners about the exciting work of the company.

You'll take responsibility for handling digital content creation for our website, social media channels and newsletters and reporting on their effectiveness.

Supported by our senior management team and freelance marketing professionals, you'll receive marketing strategies for projects and develop them into campaign plans, working across digital and traditional marketing tools. You'll be responsible for aspects such as commissioning photography or videography as well as commissioning imagery or handling graphic design yourself with software. You'll be creative at ensuring our marketing channels reach the right communities for a diverse range of artforms.

You'll be responsive to the needs of different audiences, able to appreciate subtle changes in tone, approach and style whilst keeping up with the latest trends in arts marketing.

Who are we looking for?

We're looking for someone with drive to develop their career in the arts, not just as a marketing professional but as someone passionate about working for a Bedford charity.

We're looking to meet someone with energy; keen to learn, keen to experiment and keen to help us learn from what you can bring to the team. Unlikely to be your first job, this opportunity will give you a next step up in a marketing-focused career.

We're looking for someone with experience of marketing in a relevant sector, confident developing and executing marketing campaigns with limited support.

You'll be efficient at organising your own workload and managing competing priorities. You'll be a highly effective communicator and a real team player – excited at the prospect of joining a small organisation with a close-knit team of collaborators equally passionate about the people we reach with our work.

We actively encourage people from a variety of backgrounds with different experiences, skills and stories to join us and influence our working practice. We are particularly keen to hear from people from backgrounds that are currently under-represented on our staff team including people from UK minority ethnic backgrounds and candidates who self-identify as disabled, neurodivergent, male, non-binary or trans and/or LGBTQ+.

Thanks for your interest.

Terms and Conditions

Hours of Work: This position is offered for 37.5 hours per week (full-time). We are open to discussion about reduced hours and flexible working.

Contract: This is a permanent employment contract with a 3-month probationary period.

Salary: The post is offered at £28,500 per annum.

Location: We offer hybrid working. You will be required to work from home or at on-site locations in Bedford Borough with a minimum of 1 day per week worked in our co-working space. No travel expenses will be provided for travel between your home location & Bedford Borough (commuting).

Benefits:

- BCA offers 25 days (5 weeks) holiday per annum plus bank holidays.
- We offer a NEST pension scheme with a 3% employer contribution.
- Access to IT & equipment to enable efficient homeworking can be provided.
- Access to an open plan desk space can be provided full-time if homeworking is not reasonably practicable.

Proof of the right to work in the UK will be required before appointment.

Flexibility is required to attend occasional events outside office hours such as evenings and weekends.

What we do

Bedford Creative Arts (BCA) is a contemporary arts charity producing socially-engaged art projects across Bedfordshire.

We create art (using any artform) that is for, with, and inspired by communities.

Creative commissioning is at the heart of what we do, which is where an artwork is commissioned in response to a social objective or community need.

We also support our local peers through advice, mentoring & partnership to develop a thriving cultural ecology for Bedfordshire and work intensively in the education sector to inspire young people and schools to engage with culture.



News News News (image credit: Andy Willsher)

Our projects explore issues of social justice, challenge the status quo and raise questions that have the potential to influence practice and policy-making.

We work predominantly in Bedfordshire but strive for our activities and learning to make a national impact on the sectors where we work and the world in which we live.

You can read about our programme on our website: www.bedfordcreativearts.org.uk

Each year we work with around 20 artists commissioning new works and activities that reach audiences of up to 20,000 per annum.

We are a National Portfolio Organisation (NPO) of Arts Council England and have been funded by a range of local and national funders including The Harpur Trust, Paul Hamlyn Foundation and the National Lottery Heritage Fund.

Our Vision

Our vision is that future communities will have **an outrageous sense of entitlement to the arts** because of its power as a tool for positive social change.

Our Mission

We create art for, with, and inspired by communities.

We:

People – Put people at the heart of our work, working responsively and collaboratively with communities.

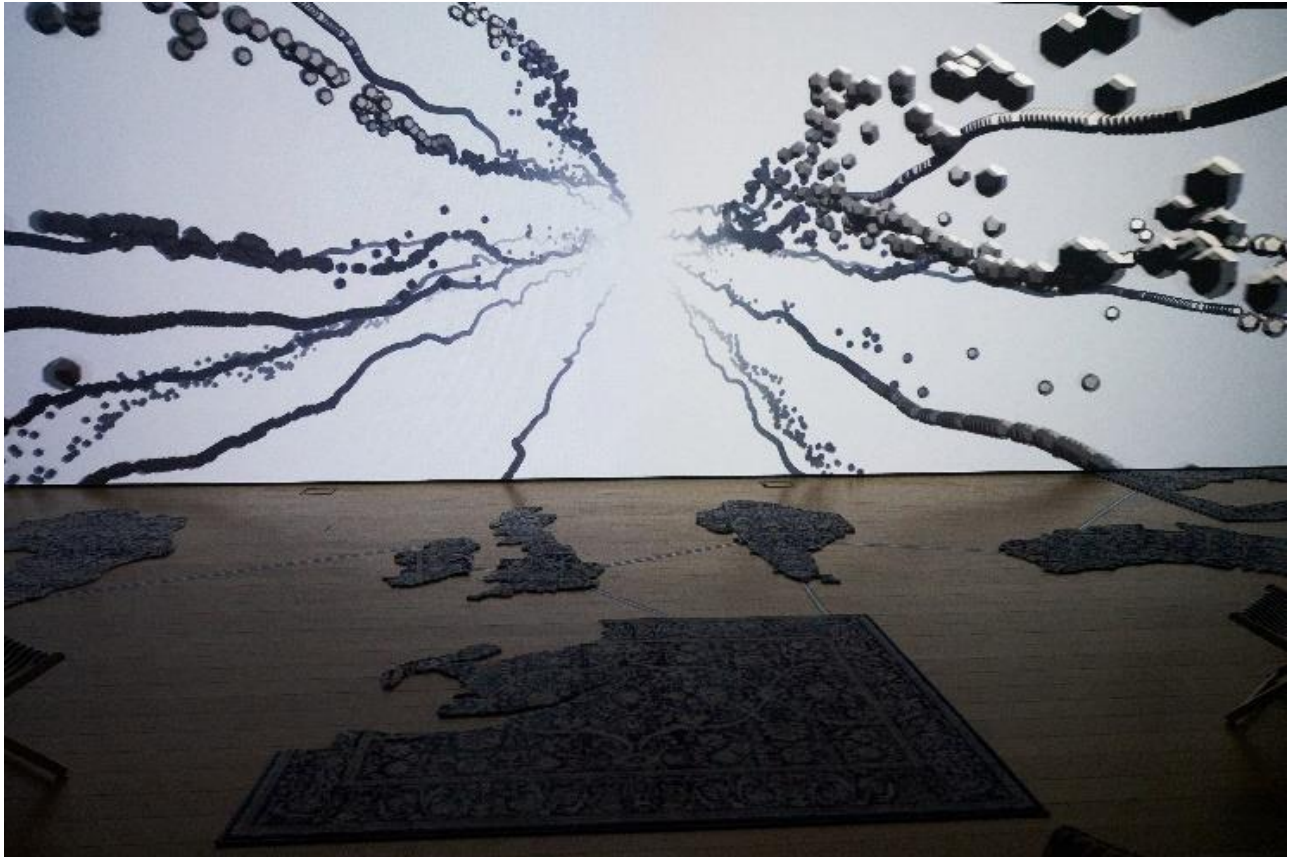
Place – Support place-making, shaping and enriching by helping communities to have a sense of identity, belonging, agency and pride in where they live.

Power – Support communities to use their power to provoke change, champion social and environmental justice, and strive for a just & equitable society

Possibility – Seek to ask questions and have conversations that challenge the status quo, support meaningful debate and enable radical ideas to be explored.

Practice – Use socially engaged artistic practice to develop knowledges, skills and tools that can be shared and used nationally.

Strands to our work



Airship Dreams: Escaping Gravity (image credit: Andy Willsher)

Commissioning

We commission artists to create new work with, in, and for, local communities. This is done through any artform. We focus on social engagement through the arts by working closely with communities which can involve co-commissioning, active participation and co-creation. We often work with those who don't normally engage with the arts.

We aim to tackle issues of local importance and seek a wide audience for our work – working predominantly in Bedfordshire but sometimes nationally or internationally. We also have considerable experience of working in cultural education, often commissioning work with and for schools and colleges.

Partners we have collaborated with include Bedford Borough Council, the University of Bedfordshire and the Bedfordshire Youth Offending Service. Recent projects have worked with local refugees, those living in deprived wards of Bedford and working with primary aged children.

Artists we have worked with include Sam Williams, Quilla Constance, Paul Pibworth, Andy Holden, Mira Calix, Caroline Wendling, Anne-Marie Abbate, Julie Myers, Maria Anastassiou, Chris Dobrowolski, Talia Giles, Bern O'Donoghue and LegalAliens.



Beauchamp 'imagined futures' day (image credit: Cat Lane)

We recognise that as a publicly funded organisation with significant experience we have a duty to develop the creative ecology in Bedfordshire. This means that we take an active and leading role in supporting networks, consortiums and talent development for artists, producers, communities and organisations in Bedfordshire.

We run a Producer Hub for Bedford with our partner, 1 Degree East that mentors and supports local producers and self-producing artists to develop their skills. We are also co-founders of the free practitioner network, Creative Bedfordshire, regularly delivering networking and skills sharing events for our creative community.



The Vault 3D mural (image credit: Andy Willsher)

Our staff team

BCA is a small team led by the Director, Elaine Midgley.

We have two senior managers (Ami Aubrey, Programme Producer & Bex Foskett, Senior Projects Manager) who drive the artistic programme supported by a team of mostly part-time producers, managers and support staff that deliver our year-round programme of project work. We contract and expand our team to accommodate our programme, working with additional producers and project managers as required.

This post is lined managed by Bex Foskett.

Profiles of our staff and current Board Members can be found at:

<https://bedfordcreativearts.org.uk/who-we-are/our-team/>

Our Values

We are a small team that works closely together to succeed in our work.

We are looking to hire people to share our values and beliefs:

Inclusivity: We welcome people from all backgrounds through our language and behaviour in order to embrace diversity.

Trust: We are open with each other and create an honest environment by behaving in a respectful and accountable manner.

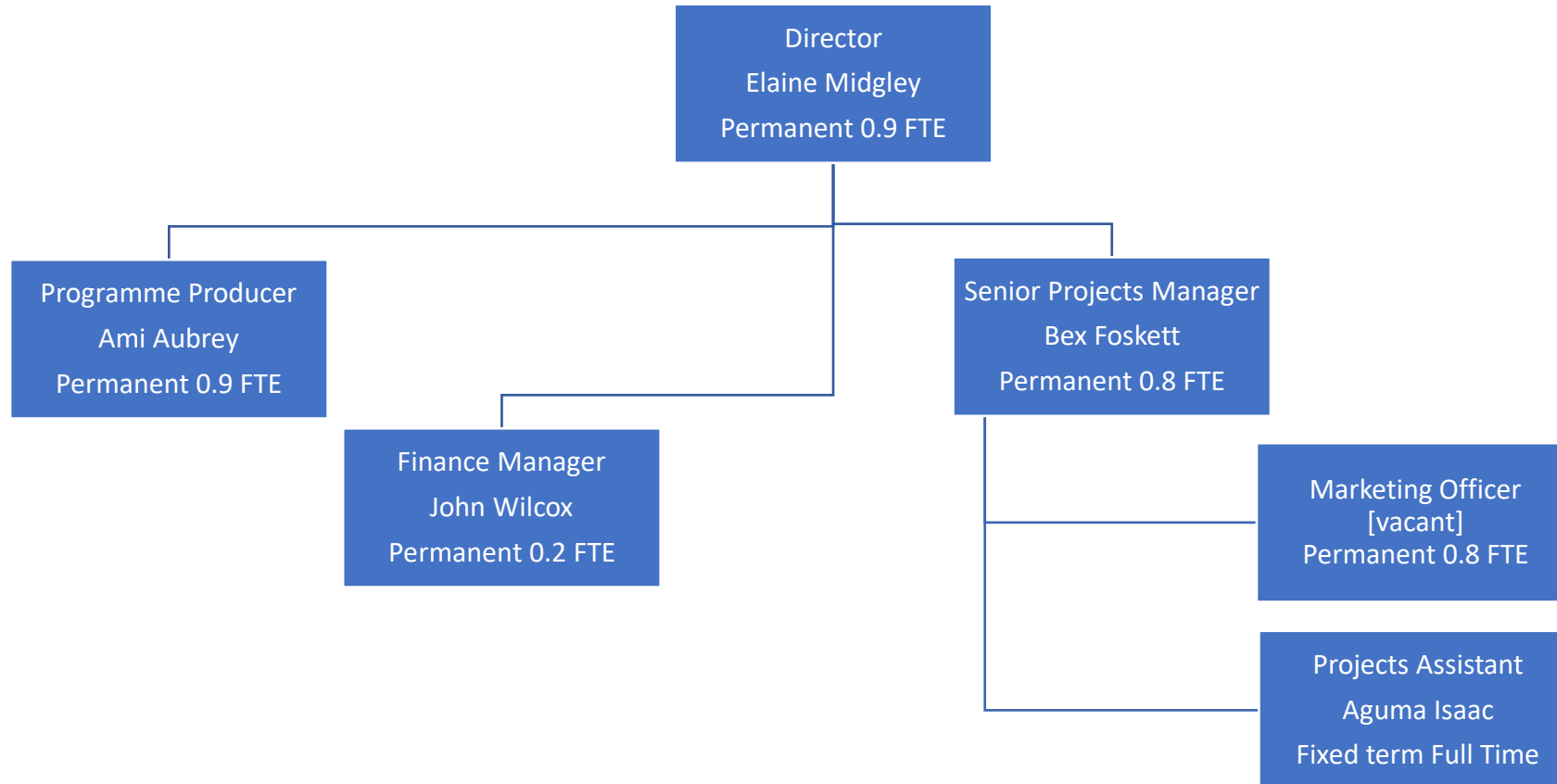
Care: Compassion and empathy are integral to the dynamics of our team, enabling supportive and kind collaboration.

Quality: to achieve excellence we are committed to adapting and innovating.

Develop: We help staff members to realise their potential by empowering each other to grow and learn.

Advocacy: We individually advocate for freedom and social justice by respectfully questioning the world around us and keeping abreast of a constantly changing world.

Staff Structure Chart



Job Description & Person Specification

Job Title: Marketing Officer

Reports to: Senior Projects Manager

Line reports: None

Salary Band: Officer

It is our intention that this job description is seen as a guide to the major areas and duties for which the employee is accountable. However, the employee's obligations are bound to vary and develop, so the job description should be seen as a guide and not as a permanent, definite and exhaustive statement.

Job Purpose

The Marketing Officer is responsible for handling Bedford Creative Arts' (BCA) marketing content & communications under the direction of freelance marketing strategists and the senior management team. The postholder will use a variety of tools to ensure BCA's projects and the company are promoted effectively to build audiences for our work. They will operate under the supervision of the Senior Projects Manager and will implement marketing plans that they have designed, informed by a supplied marketing strategy.

Duties and Responsibilities

Website & Digital Content
Duties & Responsibilities
<ul style="list-style-type: none"> • Write content for, and update the BCA website, liaising with staff and working closely with our website developer & hosting services. • Support the commissioning of digital content including videography & photography for use in communications & promotion. • Capture basic photography or videography for digital marketing use. • Research marketing related suppliers and partners, ensuring availability of suppliers offering high quality and best value

- Manage the storage of digital content including auditing, labelling, managing copyright & permissions held.
- Editing digital content for use in publicity, socials or the website such as re-sizing, shortening, subtitling etc.
- Report on website analytics & performance.
- Maintain online media archives of press & publicity received

Social Media & Digital Communications

Duties & Responsibilities

- Create & pro-actively manage social media content across all BCA platforms.
- Handle social media related enquiries & comments.
- Pro-actively work to build & engage online audiences & drive traffic to BCA's website & newsletter.
- Prepare & distribute regular e-newsletters using Mailchimp with support from the Senior Management team for content drafting.
- Maintain BCA's communications tools such as our CRM database, ensuring they are up to date, accurate and compliant with data protection requirements.
- Report on newsletter & social media performance & analytics.

Print Production & Traditional Marketing

Duties & Responsibilities

- Undertake the production and design of simple print and digital materials such as poster designs, leaflets & invitations using basic software such as Canva / Adobe Suite or by liaising with external designers and colleagues where requirements dictate for advanced requirements.

- Liaise with printers & distributors to ensure appropriate distribution of marketing materials.
- Develop and execute marketing campaigns using a range of marketing concepts such as Whatsapp groups, point-of-sale materials, merchandise design and other materials.
- Champion the BCA brand, ensuring commitment to and the consistency of our brand use across all digital marketing activities.

Compliance & General

Duties & Responsibilities

- Assist in the collation of audience and participation data and drafting communications for evaluation reports in line with funder requirements.
- Contribute to discussions with senior colleagues around marketing strategy & development of campaigns
- Handle marketing budgets for projects: monitoring income & expenditure, seeking quotations for services and tracking spend.
- Respond to marketing related public enquiries, re-directing internally as appropriate.
- Attend relevant BCA events to collect or supervise digital content or to handle social media promotion.
- Ensure data protection compliance
- To keep up to date with the arts, charity and marketing sector & best practice
- To maintain a professional relationship with colleagues and external stakeholders at all times and ensure confidentiality and security of company business/information.
- To be completely familiar with all operational aspects of equipment and processes in your area of responsibility and request training if necessary.
- To be aware of and comply with all relevant company policies and procedures
- To uphold the organisation's values.

PERSON SPECIFICATION		Essential or Desirable
Knowledge		
Good knowledge of British English		Essential
Basic knowledge of Maths & ability to use numerical data		Essential
Good ITC knowledge – in particular MS Office packages (including Outlook, Sharepoint, Word & Excel), databases and cloud-based software		Essential
Knowledge of basic software for editing images & producing publicity materials e.g. Canva/Adobe Suite		Essential
A relevant marketing qualification		Desirable
Solid working knowledge of website management, hosting and CMS systems		Essential
Working knowledge of UK Data Protection legislation & best practice		Essential
Knowledge & understanding of the environment for arts organisations in the UK		Desirable
Knowledge of copyright law		Desirable
Experience		
Using a variety of social media platforms including Instagram, Facebook & Linked In		Essential
Website updating & maintenance & using CMS systems e.g. Wordpress		Essential
Maintaining databases		Essential
Using digital mailing tools & handling mailing lists e.g. Mailchimp		Essential
Working in an office environment		Essential
Working from home		Essential
Working in a team		Essential
Handling contracts & procurement processes		Desirable
Using social media business tools e.g. Hootsuite, Facebook Business Manager		Essential
Writing effective, accurate & engaging copy for digital communications		Essential
Brand awareness & brand guideline implementation		Desirable
Working in the arts industry/arts marketing industry		Desirable
Reporting on marketing performance e.g. website analytics		Essential
Designing digital copy & print		Essential
Taking photos & videos for use in social media		Essential
Producing marketing campaigns for both digital (e.g. social media campaigns) and traditional (e.g. print) promotion		Essential
Abilities, Skills & Attributes		
Excellent communication skills, especially written		Essential
Ability to write in a compelling and dynamic way, especially for online use		Essential
Ability to manage competing priorities		Essential
Ability to research and analyse marketing data		Desirable

Organised and efficient in time management	Essential
Presentable and professional	Essential
Flexible and adaptable	Essential
Must be able to work alone and use initiative	Essential
Works well under reasonable pressure	Essential
Be a committed team member	Essential
Demonstrate high standards of customer service to clients and colleagues	Essential
Good at developing rapport with others	Essential
Excellent attention to detail	Essential
Ability to attend occasional evening & weekend work events	Essential
Ability to access a range of community locations across Bedford Borough	Essential
Personally committed to equal opportunity, inclusion and embracing diversity	Essential
Supportive of the work of BCA and able to demonstrate commitment to our values	Essential

How to apply

To apply for this role please send a CV (description of your relevant work experience, qualifications and skills) and a covering letter (no more than 2 sides of A4) outlining why you think you are suitable for the role to office@bedfordcreativearts.org.uk

You can provide this information in a written format, or as an audio or video file (no longer than 5 minutes) if you prefer. If you need to provide it in a different format, please let us know what would suit you.

Please ensure your application contains:

- Personal contact details
- Details of your current employment, if any
- Dated employment history (job titles, duties & name of employer)
- Details of your education & any relevant training
- Names of two professional referees (referees will not be approached before selection or without your permission but we'd like to see who you choose)
- The reason why you want the job

Please note: your application will be scored against the Person Specification for the role. Please ensure you demonstrate how well you fulfil the Person Specification in your application.

Please also include a completed Equal Opportunities Monitoring Form, available separately. This is simply to help us review how well we're reaching a wide range of people. It is anonymous and will not be used to score your application.

The application deadline is **9am on Monday 15th September 2025**,

For an informal and confidential conversation about the role please e-mail or call Bex Foscett on 01234 818670 or bexf@bedfordcreativearts.org.uk

Interviews

Initial interviews will be held on **Thurs 25th Sept 2025**.

Interviews will be held in person in Bedford.

Second stage interviews may be required.

If you have any additional access needs at the interview stage, please inform us when you are invited to interview.

Thank you for your interest in working for Bedford Creative Arts

Privacy Notice

Bedford Creative Arts (BCA) complies with the Data Protection Act 2018 and the General Data Protection Regulation (EU) 2016/679 under the control of its Information Governance Policy. Your information will be stored confidentially and only be used for the purposes of selection and recruitment for the role applied for. Your information will not be transferred outside the organisation. By submitting an application, you are indicating that you are content for your details to be stored by BCA for the purposes of handling this recruitment process until such time as an appointment is made. After appointment, all application information will be safely destroyed unless you give us permission on contact to retain it in our Talent Bank for the purposes of informing you about other future employment opportunities which may be of interest.

Equal Opportunities & Diversity

Bedford Creative Arts is an Equal Opportunities Employer which means that all applications will be judged on the candidate's individual merit and abilities in relation to the job description for the role and no applicant will be unfairly discriminated against on the basis of any protected characteristic (as defined by the Equality Act 2010) or will be disadvantaged by conditions or requirements which cannot be shown to be justifiable.

We actively encourage people from a variety of backgrounds with different experiences, skills and stories to join us, and influence our working practice. We are particularly keen to hear from people from UK minority ethnic groups and candidates who self-identify as disabled, neurodivergent, male, non-binary, trans, and/or LGBTQ+ as these characteristics are under-represented on our staff team presently.

For more information about our company policies, please visit:

<https://bedfordcreativearts.org.uk/policies/>