

# **Bath Forum Ltd.**

**The Forum, 1a Forum Buildings, St James Parade, Bath BA1 1UG. Telephone 01225 463362**

## **Join a thriving live music and events venue in the heart of Bath!**

We're looking for a proactive, detail-driven and creative **Marketing Assistant** to join our team at Bath Forum. You'll work closely with our Marketing Manager and wider teams to deliver effective marketing campaigns, drive ticket sales, and enhance our profile as one of the Southwest's largest music venues.

This is a fantastic opportunity for someone passionate about music and live events who wants to join our growing team.

**Salary range:** £24,000 - £25,500 dependent on experience.

**Start Date:** we hope to have the successful candidate as soon as possible.

## **ESSENTIALS**

- Keen interest in the live entertainment industry is a must.
- Ability to proactively develop and deliver new ideas for content creation to boost sales and increase the presence of the venue online.
- Strong knowledge of social media platforms, including TikTok, Instagram, Facebook and LinkedIn.
- Good eye for detail with a flexible, hands-on attitude.
- Be organised and motivated, with ability to work both independently and as part of a team and manage multiple tasks.
- Excellent written communication skills.
- Eagerness to learn new marketing methods and tools and keep up with ever-evolving trends.
- Working knowledge of Adobe Creative Suite and Canva.
- Willingness to work with external contacts to build effective marketing campaigns for upcoming shows.
- Some experience in a marketing or content creation role.

## **DESIRABLES**

- Basic knowledge of SEO best practices and understanding of paid marketing is desirable.
- Experience using CMS websites and SaaS marketing platforms.
- Understanding of analytic tools, such as GA4, Search Console and Ahrefs.
- A background in a ticket sales-focused environment such as events, festivals, live music, touring comedy/theatre and venues will be advantageous, but not essential.

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## **JOB DESCRIPTION Marketing Assistant**

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### **1. Working Hours (Full Time: 37.5 hours per week)**

- 37.5 hours per week Monday – Friday with occasional evening and weekend work.  
The job requires the candidate to be office based.

### **2. Summary of Position**

To work with the Marketing Manager and wider teams on the Marketing activity of Bath Forum Ltd.

### **3. Key Tasks**

- At all times deliver exceptional customer service to clients, customers, colleagues and all users of the building.
- Respond to customer enquiries including via counter, telephone, email, and post.
- Monitor ticket sales – analysing ticket data, trends and forecasts, collating weekly ticket sales from all outlets.
- Communicate with our ticketing agents on allocation demands and check allocations are on sale with Ticketmaster & SEE.
- Perform in-depth analysis of customer purchasing behaviour and ticketing data to identify trends and inform targeted marketing efforts and to boost ticket sales.
- Work with the Marketing Manager to analyse website traffic and user engagement data.
- Set up event listings and corresponding social media campaigns, including paid advertising for shows.
- Curate email marketing campaigns working alongside the box office and promoters.
- Proactively find new opportunities for content across all social media platforms, including video content.
- Track and analyse social media performance, including reach, engagement, and conversions.
- Work with the Marketing Manager on the rechargeable elements of our marketing activities, actively promoting opportunities.
- Work with the team on the management of the shared inbox, dealing with promoter enquiries.
- Proof-read posters and other marketing materials, including tickets.
- Engage with followers and respond to comments, messages, reviews and other communications to build a strong online community presence.

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- Occasionally assist other teams with their functions, including the sale of tickets to the public and the close-off of events.
- To undertake any other general administration duties reasonably related to the above.

#### **4. Responsible To**

- The Marketing Manager

#### **5. Working With**

- Box Office & Development Manager
- General Manager
- Assistant Box Office Manager
- Event Managers
- Premises Manager
- Forum clients
- Other organisation staff
- Members of the public and visitors

#### **6. Other Tasks**

- Maintain good order of PC, word-processing and computer tasks and management
- Attend office meetings when possible
- Ensuring, with the Premises Manager and all staff that we work sustainably and strive to reduce energy consumption throughout the building
- Carry out any such tasks in keeping with the nature of the job as shall from time to time be determined by the Senior Management Team

Please note, this job description is not exhaustive and will be subject to periodic review. It may be amended to meet the changing needs of the business. The post holder will be expected to participate in this process, and we would aim to reach agreement on any changes.

### **HOW TO APPLY**

- Please upload a Cover Letter detailing why you would enjoy and suit the role and your CV on Indeed, alternatively email Jessica Boswell on [marketingmanager@bathforum.co.uk](mailto:marketingmanager@bathforum.co.uk)

All applicants must be eligible to live and work in the UK. As part of the recruitment process, you will be asked to provide documented evidence of eligibility. All records will be held for a period of three months after which time they will be disposed of unless there is a specific request from the applicant to store the details. Please note that we are unable to respond to enquiries, accept CVs or applications from Recruitment Agencies.

Bath Forum Ltd is owned by Bath Christian Trust (a charity registered by guarantee, registered charity number 1085602) and managed by Bath Forum Limited, a private limited company registration number 8434485.

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