



Bridges Centre – Events and Marketing Officer

Job Description

Duration: Permanent

Salary: £30,000 p.a.

Hours: 37.5 hours per week. Hybrid working and job share a possibility, depending on candidates. Bridges operates a flexible working policy

Annual Leave entitlement: 22 days, plus bank and public holidays

Start Date: ASAP

Job Purpose: Bridges is a community-based charity that is based in Monmouth but extends throughout the county through its wellbeing projects. It's an exciting time for us with a full and diverse calendar of events for 2022/23. We are looking for a positive and outgoing person with great communication skills who can lead on developing that further. Reporting to and working with the Bridges Business Director, you will help create a 12 month rolling programme of exciting community and commercial events and drive and coordinate our growing Weddings business. You will also manage Bridges' marketing both digitally and in print. We are looking for someone who is attentive to the needs of our clients; is able to work well under pressure and can lead by example to produce the highest standards.

Key responsibilities – Weddings and events

- Drive our Wedding business to increase sales. Liaise with happy couples on the lead up to the event date, producing accurate and informative 'event orders' that clearly portray the clients' requirements to all departments. Coordinate the Wedding on the day to ensure all goes according to plan and act as a point of contact for both for the client and all Bridges' personnel.
- To provide outstanding customer service and show great attention to detail, especially with Weddings
- Develop an exciting programme of small and larger scale events both at Drybridge House and together with our wellbeing projects
- You will ensure all events run to schedule but also be able to think on your feet and problem solve any unforeseen issues that arise.

- Make your customers feel welcome and provide an excellent experience for everyone.
- Work with the wedding coordinator to manage enquiries, organise viewings, prepare quotes and manage bookings
- Explore new opportunities and secondary revenue streams in order to stay on trend and maximise profit
- Produce accurate information for each event with clear instructions and briefing for events, bar staff and caretakers; ensure all booking information is recorded accurately
- Identify new opportunities and possible grant funds to develop exciting events that the community would like to see
- Ensuring compliance with Health & Safety for all events including producing risk assessments.
- Work with our volunteer fundraising team to identify new and innovative ways to host events and generate revenue

Key responsibilities - marketing

- Drive a new approach towards social media and work with our contractor on designing and developing our new website
- Manage and grow a social media following
- Proactively drive market exposure and brand awareness, especially for Weddings. Develop a marketing strategy for both digital and other media
- Take time to build rapport and engage with customers
- Manage the day-to-day handling of all social media channels such as Facebook, Twitter, Instagram, Tiktok and YouTube, adapting content to suit different channels.
- Undertake audience research and analyse competitor activity
- Monitor, track, analyse and report on performance on social media platforms using Google Analytics and Facebook insights.
- Research and evaluate the latest trends and techniques in order to find new and vibrant opportunities.
- Recommend improvements to increase performance.
- Set targets to increase brand awareness and increase customer engagement.
- Motivate, and coach other team members on the benefits and use of social media. Encourage collaboration across teams and project streams.

Skills and Experience

Essential

- Hands on experience with event management and developing marketing strategies
- A creative mind with an ability to suggest improvements
- You'll be a true self-starter and a whizz at managing your own time effectively to balance the two sides of the role and manage a wide range of projects with shifting priorities to a high level
- Excellent verbal and written communication and interpersonal skills
- Strong problem-solving skills and able to work on own initiative.
- Exceptional organisation skills and strong attention to detail with a keen eye for accuracy; an ability to multi-task and prioritise work
- Innovative and with creative flair, you'll have expertise in designing digital content for different audience groups, purposes and formats.
- Be confident in using a range of content management systems, social media platforms, design and analytics tools.
- A knack for diplomacy, a sense of humour and willingness to muck in at all levels
- Super organised and a brilliant multitasker

Desirable

- Welsh language skills

Application process:

Please complete the **Application form** for all roles on the 'opportunities' section of our website – <http://www.bridgescentre.org.uk/> and send to Amy.McDougall@bridgescentre.org.uk or by post to Amy McDougall, Drybridge House, Monmouth, NP25 5AS.

Application deadline: Thursday 23rd June 2022

Interview Date: Thursday 30th June 2022

Start date: ASAP

Early application is encouraged as we will review applications throughout the advertising period and reserve the right to close the advert at any time.

Please note; it is not our policy to provide feedback to candidates who have not been shortlisted for interview.