

# RECRUITMENT

The Anvil Trust Ltd.  
Churchill Way, Basingstoke RG21 7QR  
Admin 01256 819797  
[anvilarts.org.uk](http://anvilarts.org.uk)

**DIGITAL MARKETING  
OFFICER**

**'One of the most vital arts organisations in Southern England'**

*The Times*

Anvil Arts presents over 400 performances each year to 180,000 people drawn from throughout central Southern England. The Anvil, The Haymarket and The Forge offer a rich and high-quality programme of music of all genres, drama, dance, and comedy, serving a wide range of audiences. Our Community Engagement work brings the arts to those who might not otherwise be able to enjoy them. We make a substantial contribution to the creative fulfilment and well-being of people in the region. We are the largest performing arts organisation in Hampshire and part of Arts Council England's National Portfolio.

Our mission is Great Performance – Live, and our vision is of Basingstoke as the musical centre of the south, with The Anvil at its beating heart, drawing audiences into the town and pumping out activity across the extended catchment area.

The Anvil and The Haymarket act as cultural catalyst, beacon, and leader, giving Basingstoke a national reputation for a strong cultural offering exceeding the expectations of a town of its size.

### **Digital Marketing Officer**

Do you have experience in a Marketing role, preferably in the arts with a keen interest in live performance and the types of productions presented by Anvil Arts?

Join our small and hard-working marketing team to support a wide range of activities held in the Anvil, The Haymarket, The Forge and externally in the community. Working closely with the Marketing Manager to develop our digital and social media presence. The role involves working on multiple show campaigns, developing engaging content, and ensuring Anvil Arts's brand remains strong, inclusive, and accessible to all.

### **Position Details:**

Permanent full-time 37 hours per week

28 days/5.6 weeks holiday including bank holidays

Salary £26,800

### Benefits:

- Free parking available when working
- Seasonal opportunities for complimentary tickets available on selected performances
- Staff discount at the bars
- Travel season ticket loans (interest free)
- Employee Assistance Programme (EAP)

**Closing date:** Sun 29 Jun 2025 -we may close this vacancy early, therefore if you are interested, please submit your application as soon as possible.

**Interviews:** 10 & 11 Jul 2025

(you will be contacted by 4 Jul 2025 if short listed for interview)

### How to apply:

- Please scan the QR code below or visit <https://anvilarts.org/apply>



- If you require a paper copy of the application form, please email [recruitment@anvilarts.org.uk](mailto:recruitment@anvilarts.org.uk), or contact us by post:

Recruitment  
The Anvil Trust Ltd  
Churchill Way  
BASINGSTOKE  
RG21 7QR





- If you wish to send us a video as part of your application, please complete our application form via the link/QR code and send to [recruitment@anvilarts.org.uk](mailto:recruitment@anvilarts.org.uk). The video should be no more than 2 minutes, telling us a bit about you, your experience, and why you are interested in and suited to the role.

If you would like any further information or any reasonable adjustments to be made as part of the application process, please contact us at the above email address.

Thank you for your interest in Anvil Arts.

HR Admin Team

# Digital Marketing Officer

## Job Description

**Department:** Marketing

**Responsible to:** Marketing Manager

### The key objectives of this role:

To support a wide range of activities and campaigns working closely with the Marketing Manager to develop our digital and social media presence. The role involves working on multiple show campaigns, developing engaging content, and ensuring Anvil Arts's brand remains strong, inclusive, and accessible to all.

To manage multiple tasks at once in a busy environment.

To oversee and coordinate the day-to-day tasks of the Marketing Assistant

To deputise for the Marketing Manager as required

To work closely with other departments to engage, communicate and develop audiences as part of their customer journey for a greater visitor experience and the aim to delight.

### Job Description - Specific

#### Campaigns

- to develop and implement effective creative marketing and communication content that reflects current trends to reach the identified and targeted audience
- to liaise with incoming companies and others on marketing aspects of their visit as required
- to work closely with Programming, Community Engagement, Press and Media, Box Office, and Front of House to implement and evaluate marketing campaigns for all Anvil Arts events, services and the organisation as a whole
- assist the Marketing Manager to research, develop and target new audiences

#### Social Media

- to manage and develop Anvil Arts' social media
- to create engaging content for all channels
- to engage with followers appropriately
- to respond to customer service queries and make management aware of any complaints or issues raised.

## Email

- to plan, write and distribute e-shots
- to maintain and segment data efficiently

## Website

- to be responsible for content management on anvilarts.org.uk, creating new pages in the CMS, updating information regularly and assisting other departments with queries and issues
- to regularly check and work with other departments to ensure all information is engaging, relevant, correct and up to date.
- to remotely access and update the website for important audience news and updates

## Artwork

- to design artwork as required including web graphics, image editing and video captioning

## Press and PR

- to work with the Press and Media Officer on press and promotional events and photo calls
- to take photos and video as needed for the promotion of events, services, hires and products, and work across other teams including community engagement

## Research and evaluation

- to use Spektrix and CRM data to measure the success of campaigns, reporting frequently on performance to the Marketing Manager and use this data to form recommendations and plans for optimising strategies
- to produce reports on audience/customer statistics as required
- to support other departments with CRM and Dot Digital requirements
- to research new ideas and keep up to date with best practice and developments for website, emails and social media
- to assist in developing new audiences and maintaining customer loyalty
- to assist with the planning and implementation of market research

## Budgets

- to adhere to all agreed financial procedures
- to work within agreed and authorised expenditure budgets
- to keep accurate and timely records of all expenditure

## **Job Description – General**

- to adhere to accessibility at all times
- to participate in marketing planning and strategy meetings
- to ensure all marketing adheres to current house style and agreed branding requirements
- to ensure GDPR guidelines are always followed
- to work with external stakeholders, local businesses, and relevant arts organisations
- to work supportively as part of a small team
- to participate in or attend some performances and events including those held in evenings, weekends or outside normal working hours as needed
- to undertake such training as deemed necessary by the Marketing Manager, and to stay up to date with latest ideas, trends, and processes
- to undertake any other duties as are reasonable and appropriate to this job description

This job description is not all encompassing; it is intended as an outline indicating the main areas of activity. It may be reviewed from time to time and revised and updated in consultation with you.

## **Relationships**

The Digital Marketing Officer is expected to:

Maintain good professional relationships with, and provide excellence in service to:

- Patrons, sponsors, board members and officers and members of Basingstoke and Deane Borough Council, and Arts Council England
- Artists, companies, group organisers and all other individuals and organisations with whom Anvil Arts seeks to work

Promote and maintain good working relationships throughout Anvil Arts, recognising the specific working practices of other departments in a diverse organisation.

# Digital Marketing Officer

## Person Specification

**Department: Marketing & Programming**

**Responsible To: Marketing Manager**

### Essential

- At least 3 years' experience in a marketing role, preferably in the arts
- Highly motivated, proactive and creative
- Experience of e-marketing, social media, and websites
- Experience of Photoshop, and video editing tools such as ClipChamp
- Experienced in proof reading
- Proficient IT skills including Microsoft Office
- Experience of using a ticketing / CRM database
- A proven ability to write creative, effective, and targeted copy across a range of media
- Excellent communication skills, both written and verbal
- Excellent attention to detail
- Excellent customer service skills
- Good time management skills with an ability to effectively manage a high and varied workload with changing priorities and sometimes tight deadlines
- Ability to be flexible and to work calmly and effectively under pressure
- Demonstrable willingness to develop and learn new skills and stay on top of current digital trends
- Ability and willingness to work some occasional unsociable hours, including evenings and weekends
- Experience of working as part of a small hard-working team

### Desirable

- Demonstrable knowledge of orchestral/ classical music and audiences. A broad knowledge and an active interest and enthusiasm for the arts, live performance and the types of productions presented by Anvil Arts
- Experience in audience development or communications, preferably within the arts