

CBSO

City of
Birmingham
Symphony
Orchestra

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WORK WITH THE CBSO

SENIOR MARKETING & CONTENT MANAGER



SENIOR MARKETING & CONTENT MANAGER

We're looking for an experienced, strategic, and creative marketer with a wide range of skills and a supportive and positive management style to join the team. This key role oversees the marketing activity for the CBSO, leading on the public-facing output of the organisation and leading the team responsible for digital, content, design, marketing, and advertising.

Sitting within the Marketing & Communications Team, this senior role will work closely with colleagues from the Audiences & Memberships and Development Teams, to think strategically about how the CBSO engages with its audiences and proactively deliver strategies that encourage a deeper engagement from concert attendance through to possible membership, as well as ongoing support of the orchestra's activities.

This role would suit someone who considers themselves an all-rounder, with a wide range of experience in the cultural world, which allows them to develop clear and effective strategies across marketing, advertising, audience development, digital and content, alongside overseeing and guiding the team to deliver high-quality campaigns and content to maximise audience engagement and ticket sales against ambitious targets.

This role will require occasional evening and weekend work.

HOURS: 35 hours per week

HOLIDAYS: 25 Days plus bank holidays

LOCATION: Birmingham/Hybrid

REPORTING TO: Director of Marketing & Communication

SALARY: £40,000-£42,000 (Depending on experience)

ABOUT THE CBSO

[The City of Birmingham Symphony Orchestra](#) (CBSO) is an internationally celebrated symphony orchestra, at home in Birmingham. A family of 90 incredible musicians, led by Music Director Kazuki Yamada, proud to make exciting musical experiences that matter.

Resident at Symphony Hall, the orchestra performs over 150 concerts each year in Birmingham, the UK and around the world, with music that ranges classics to contemporary, soundtracks to symphonies, and everything in between. For more than 100 years, it has been involved in every aspect of music-making in the Midlands, and through its wide-reaching community and education projects, and family of choruses and youth ensembles, this continues to grow. Helping to build a life-long love of music for audiences, communities and musicians across Birmingham, the West Midlands and beyond, we are proud to be Birmingham's orchestra.

OUR COMMITMENT TO EQUALITY AND DIVERSITY:

The CBSO is an equal opportunity organisation: we value diversity in our organisation and welcome applications from everyone. We consistently monitor our recruitment process to ensure that individuals are selected based on their relevant merits and abilities and receive equal treatment.

You will be welcomed at the CBSO and will find an inclusive environment where different views and experiences are valued, and everyone is able to be themselves. We recognise and understand the importance of diversity and inclusion and want our organisation to be representative of the audiences, people, and communities we serve.

KEY RESPONSIBILITIES

Lead on marketing and advertising strategies for the organisation, working with the wider team on the delivery of these strategies to increase ticket sales, brand awareness and audience development (both new and existing audiences). This will include:

- The planning and targeting of strategic cross-platform campaigns to hit key objectives – including print, digital and out-of-home.
- The creation and implementation of campaigns, managing the team to effectively deliver all activity to a high standard.
- Working closely with the Senior Audiences & Memberships Manager and CRM & Data Manager to evaluate campaign performance, utilise insights and make data-driven decisions.
- Managing relationships with key advertising and digital agencies / suppliers to support marketing activities.
- Lead on the creation and ongoing development of the CBSO's digital and content strategies (to include website, email, social media etc.), setting clear guidance for the wider team to be able to deliver exciting, audience-focused content across all activity.
- Ensure a clear, insights-driven strategy for the CBSO's website is in place to both ensure accuracy and to drive traffic and sales.
- Work with the Marketing & Campaigns Coordinator and the Content Coordinator to develop a clear email strategy for the year (combining newsletters and marketing).
- Develop a clear direction for each social media platform, using the content pillars to maximise audience engagement, working closely with the Marketing & Campaigns Coordinator and the Content Coordinator to deliver a strategy that connects organic and paid content to achieve key objectives.
- Encourage the Content Coordinator and Content Creator to share and explore their ideas to generate new content for the CBSO.
- Play a central role in the project management of the CBSO's design projects and print strategies (including the annual Season Brochure) – working closely with the CBSO's in-house Designer. In addition, oversee the Content Coordinator and Designer in the collation of content for and delivery of concert guides and other concert related collateral.
- Work closely with the wider team on the building and launching of each new CBSO Season.
- Work with the Director of Marketing & Communications and wider team to support the development of overarching strategies for the department, including PR and communications, brand, audience development, pricing, and segmentation.
- Set and manage the annual marketing budget, alongside the Director of Marketing & Communications.

- As part of the objective to increase the return of first-time attendees, oversee the development of a clear and strategic customer journey, alongside the Senior Audiences & Memberships Manager.
- Work with the Senior Audiences & Memberships Manager and the Director of Marketing & Communications to devise and develop audience development initiatives to grow and reach new audiences.
- Support the Director of Marketing & Communications with general PR and communications activity – including press releases and supporting media requests.
- Line-manage the Content Coordinator, Marketing & Campaigns Coordinator and Content Creator, overseeing their day-to-day work and ensuring opportunities for them to continue to develop within their roles are prioritised.
- Deputise for the Director of Marketing & Communications as required.

Full Team Responsibilities

- Regularly attend concerts in Birmingham (and beyond) as required.
- Work closely with other departments to support the communication of the organisation's wider work, in particular the Development and Audiences teams.
- Act as a brand guardian for the CBSO.
- Actively contribute to the wider team objectives and to provide support to colleagues – particularly during busy periods (e.g. Season Launch) where work beyond your day-to-day role may be required.
- Continue to learn and actively stay up to date with new ideas, products, and processes in your area.
- Be creative, be collaborative and bring ideas, with a particular eye on future opportunities and innovations.
- Any other reasonable requests made by your line manager or director of department.

PERSON SPECIFICATION

Essential Skills/Experience

- Significant experience of devising and implementing successful strategic marketing campaigns, utilising a range of channels including advertising (print & digital), email, social media, direct mail, print production and distribution.
- Experience of devising and/or delivering audience development initiatives.
- Knowledge of box office systems, data management and website content management systems.
- A proven track record of planning and managing budgets effectively.
- Ability to manage and motivate a team.
- Excellent written and verbal communication skills.
- Ability to be organised and highly reliable with excellent attention to detail.
- Ability to work fast, efficiently and creatively within a pressurised environment, involving multitasking and multiple deadlines.
- Ability to negotiate effectively at a senior level both internally and externally and secure buy in.

Desirable Skills/Experience

- Experience of using Tessitura or similar CRM systems.
- An enthusiasm for music and/or the arts.
- An understanding of culture in Birmingham and the West Midlands.

HOW TO APPLY

To apply for the Senior Marketing & Content Manager Role please send a CV and a supporting statement of no more than two pages of A4 to Mark Bamping, Director of Marketing & Communications: mbamping@cbsocso.co.uk

We ask that you complete the equal opportunities information online when you submit your application. The information collected will be treated as confidential and used for to help the CBSO improve its approach to becoming a more diverse and inclusive organisation. It will not be treated as part of your application.

Finally, please ensure that you have included your contact number and email address, as well as any dates when you will not be available or might have difficulty with the indicative interview timetable.

RECRUITMENT TIMETABLE:

Application deadline: **Friday 13 November 2026**

Interviews: **Monday 23 November 2026 at CBSO Centre, with possible second interview w/c 30 November 2026**

If you wish to have an informal discussion about this role, please contact Mark Bamping, Director of Marketing & Communications, on mbamping@cbsocso.co.uk