

MARKETING MANAGER (CRM & TICKETING)



**FIND OUT MORE: BRADFORDLITFEST.CO.UK
EMAIL: JOBS@BRADFORDLITFEST.CO.UK**



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BRADFORD**



JOB TITLE: MARKETING MANAGER
(CRM & TICKETING)

DEPARTMENT: MARKETING

REPORTING TO: HEAD OF MARKETING AND
PROGRAMMING

MAIN PURPOSE:

We are seeking a Marketing Manager to play a pivotal role in our small, proactive marketing team. As a versatile professional, you will lead our CRM strategy, manage our ticketing platform, and excel in copywriting. Your contribution will extend beyond these core responsibilities, as you support various facets of our marketing efforts, demonstrating your adaptability and commitment to the team's success.

**“ We do some things because they are popular,
we do other things because they are important.
Syima Aslam, CEO & Artistic Director ”**

Bradford Literature Festival (BLF) is an annual festival and year-round cultural outreach programme that hosts local, national and international authors, poets, speakers, musicians and artists from Bradford, the UK and around the world. BLF is in the top three largest literature festivals in the UK and is the most diverse literature festival in Europe.

The Festival programme runs for 10 days in July each year, with a programme of over 750 events ranging from comics and contemporary culture to poetry and politics.

BLF has grown rapidly in size and popularity, engaging over 895,000 audiences including 322,000 children and young people since its inception. In 2025 alone, BLF's signature mix of topic-led events including author talks, world-class poetry, live music, film, theatre and more, attracted over 187,366 audiences – with 39,829 of these engaged via our Children & Young People (CYP) Programme.





MAIN DUTIES & RESPONSIBILITIES

The Marketing Manager will be a key member of the Bradford Literature Festival (BLF) team, reporting to the Head of Marketing and Programming to bring the BLF strategic vision and values to life. In this vital role, you will be responsible for the customer database, CRM communications, our ticketing platform, web content and copywriting.

CRM Management:

- Develop, implement, and optimise CRM strategies to enhance customer engagement and retention.
- Utilise customer data to create personalised and effective marketing campaigns.
- Monitor performance and report on key metrics to inform decision-making.

Ticketsolve Oversight:

- Manage our ticketing platform to ensure a seamless customer experience.
- Coordinate ticket sales, promotions, and customer support.
- Improve accessibility of our programme where possible.

Copywriting:

- Create deeper awareness of the festival through storytelling.
- Craft compelling and on-brand copy for marketing materials, including: email campaigns, blog, news editorial and press copy, and web content as well as event descriptions.
- Proof reading to a high standard.
- Maintain consistent messaging and tone across all channels.

Website, Social Media & Digital Content:

- Managing the BLF website including written content, images, links, ticketing and registration processes.
- Collaborate on social media campaigns and content creation.
- Fulfil basic design requests using Canva and Adobe Suite, including Photoshop and InDesign.





PERSON SPECIFICATION

- A minimum 3-year proven track record in Marketing, ideally with at least one year at a festival, arts / cultural organisation, or a large-scale B2C event.
- Excellent copywriting, proof reading and written communication skills.
- Comprehensive IT knowledge, including Microsoft Office, Mac, and planning software.
- Ability to work flexibly when required, particularly during the core festival period. Willingness to work irregular hours throughout the year, occasionally attending evening and weekend functions. During the weeks of the festival, must be able to commit to working longer and unsociable hours.
- A working understanding of GDPR.
- Capable of working in a small, close-knit team.
- A passion for literature, arts and culture.

IDEALLY, YOU WILL ALSO HAVE

- An appropriate marketing qualification (Degree, Chartered Institute of Marketing Diploma or similar), plus English GCSE (or equivalent).
- Knowledge and experience of managing a CRM platform, computerised/online box office and multiple inboxes.
- Knowledge and experience of customer and audience surveys and analysis.
- Ideally good working knowledge of Adobe Creative Suite including Photoshop and InDesign. Plus Canva.

PERSONAL ATTRIBUTES

- Excellent verbal and written skills.
- Team player - able to effectively communicate
- Confident independent worker - and able to source information and resources using own initiative and communicating within the team
- Adaptable problem-solver.
- Ability to work under pressure and deliver to tight deadlines.





WE EXPECT ALL STAFF TO

- Develop an understanding of Bradford Literature Festival, its values and the benefits it brings to the Bradford District.
- Create a positive working environment, underpinned by the organisation's values.
- Act as a representative for BLF.
- Drive change within our sector by promoting inclusivity and equity through both our actions and our words.
- Foster a workplace culture that acknowledges and commends diversity and sustainability.
- Have a positive and enthusiastic attitude, while also possessing keen attention to detail and a strong dedication to both excellence and innovation.
- Be committed to promoting representation and inclusivity at all levels of the organisation, while demonstrating a proven ability to collaborate effectively with individuals from a wide range of backgrounds.
- Undertake relevant training and development as required.
- Be open to the opportunities to mentor, train and develop colleagues.
- Carry out any other tasks that will be required on an ad hoc or continuing basis, commensurate with the general level of responsibility of the post.



OUR VISION

Our vision is to create a fairer society through access to high quality arts and literature for all.

WORKING TERMS

Hours: 40 hours a week, including a 30 minute paid break. These can be worked flexibly, but the role is entirely office based.

Contract: 1 December 2025 - 30 September 2026
Maternity Cover

Salary: £28,000 - £34,000 per annum pro rata

Annual Leave: 25 days plus bank holidays

Location: University of Bradford Campus

Pension contribution: 3%

During peak times of the year, start and finish times will be variable and will depend on the requirements of the festival. During the festival period you will be expected to work evenings and weekends as required.

