

MARKETING MANAGER (ADVERTISING & DESIGN)



**FIND OUT MORE: BRADFORDLITFEST.CO.UK
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**UNIVERSITY of
BRADFORD**



JOB TITLE: MARKETING MANAGER
(ADVERTISING & DESIGN)

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 combine creative design skills with technical expertise in advertising, especially digital, ensuring campaigns are effective and aligned with the festival's brand values. Play a key role in shaping and delivering the festival's visual identity across all digital and physical platforms.

**“ 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 & Programming.

They will be responsible for the design and production of advertising, wayfinding, and the overall festival look, ensuring a consistent and engaging brand presence. Working closely with the Head of Department, the postholder will contribute to the development and strengthening of the festival's brand, supporting both creative expression and audience growth.

Brand & Design

- Maintain and strengthen the festival's visual identity, working closely with the Head of Department to evolve brand guidelines and ensure cohesive application.
- Creation of visual marketing assets. Lead on the design and production of all digital advertising, wayfinding, and festival look, ensuring consistency across print, digital, and physical spaces.

Digital & Paid Advertising

- Manage planning and budgets for advertising in collaboration with the Head of Department.
- Design and deliver paid-for advertising campaigns across offline, social media and Google Ads, ensuring they are creative, effective, and aligned with audience targets.
- Monitor, analyse, and report on campaign performance, using insights to optimise delivery and maximise ROI.





Wayfinding & Festival Look

- Design and implement wayfinding and signage across festival sites, ensuring accessibility, clarity, and brand consistency.
- Liaise with suppliers and production teams to oversee the delivery and installation of design and branding materials.

Collaboration & Development

- Work with internal teams to ensure design and advertising materials meet the needs of marketing, programming, development, and events.
- Support the Head of Department in developing long-term strategies for design and digital advertising.
- Stay informed on digital design and advertising trends, bringing fresh ideas to strengthen the festival's brand and audience reach.





PERSON SPECIFICATION

- A minimum 3-year proven track record in Marketing, with experience of managing campaigns end-to-end. Ideally with at least one year at a festival, arts / cultural organisation, or a large-scale B2C event.
- Excellent design and communication skills.
- Knowledge and experience of managing paid-for advertising, especially digital.
- Experience with design software, specifically Adobe Creative Suite, esp: Photoshop, Illustrator and Indesign.
- 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 customer and audience surveys and analysis.
- Ideally good working knowledge of Canva and Trello.

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.

Salary: £28,000 - £34,000 per annum

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.

