



## JOB DESCRIPTION

**Role:** Digital Communications Officer  
**Reports to:** Digital Communications Manager and Communications team  
**Location:** Boomtown Fair HQ, Bristol

**Contract:** PAYE or Freelance / full time  
8 hrs x 4 days per wk  
On site- 20 days July/August 2020

**Closing date:** 20th December  
**Salary** £23,000 pro rata  
**Interviews take place:** w/c 9th January 2020  
**Contact:** jobs@boomtownfair.co.uk

**Start Date:** As soon as possible / Jan 2020  
-----

## COMPANY DESCRIPTION

Boomtown Fair is an organisation with unrivalled artistic output, cutting edge production and cultural comment. Founded in 2009, the organisation sets about giving people the most immersive and creatively driven, truly independent arts festival. A place that inspires people to go forward and create positive societal change beyond the event itself.

Headquartered in the heart of Bristol, Boomtown Fair is an annual five-day music festival held at the Matterley Estate (Nr. Winchester, Hampshire) in the rolling hills of the South Down National Park. For more than a decade, the organisation has offered its audience extraordinary experiences through the programming of visual arts, mind-bending set designs, a multitude of music styles and site-specific theatrical performance.

Charity, Education, Environment and Social Awareness is an integral part of the ethos of Boomtown Fair with the festival being a driving force and platform for challenging societal norms and raising awareness on key issues that face the world today. In 2019, the organisation took unprecedented steps by partnering with TreeSisters, a global network of women passionate about achieving restoration of our tropical forests, to plant a tree for every attendee of its Festival that year (c.70,000 trees). This is just one example of the numerous charities and partnerships the festival and company engages with frequently to influence positive change in the world.

## ROLE SUMMARY

As a Communications team we oversee all external and internal messaging from Boomtown, pre, during and post show. We are also responsible for how the festival is perceived in the wider world, the promotion for ticket sales and targeting new audiences, as well as reputation management and incident management, and ensuring the festival delivers excellent customer service.

The Digital Communications Officer's primary role is to support the Digital Communications Manager in all digital marketing and advertising, whilst simultaneously overseeing the customer service aspects via the busy info@ email inbox, and front facing social monitoring, plus administrative and analytical tasks.

The role will suit someone who is passionate about using social media, digital marketing and advertising across all online channels and platforms, to engage with new audiences, drive ticket sales, communicate key festival messages and generate online conversations. You will need strong writing skills, exceptional attention to detail, an excellent visual eye and the desire to optimise the digital presence of the festival.

A passion for people and customer service is also a must. The department manages all aspects of the customer's online journey, and this role is the first point of contact for the public requesting information, answering queries, feedback and complaints. You you will need to be hands on, be ready to hit the ground running and be keen to learn what life is like in a highly successful, and fast paced UK festival organisation.

#### **DUTIES & RESPONSIBILITIES:**

##### **Social Media:**

The Digital Communications Officer will assist the Digital Communications Manager with the following duties:

- Responding to all customer queries across all social media channels.
- Delivering digital advertising campaigns.
- Ensuring the Announcement Schedule is up-to-date and manage the content gathering timeline for on time delivery.
- Liaising directly with Music Department to ensure artists are well represented, generating relevant content.
- Organising the image gallery and content portfolio to source images for social media posts and come up with original content ideas.
- Providing bi-weekly analytical updates on all social media activities and campaigns.
- Managing Boomtown's YouTube channel uploading and organising all media content
- Implementing Boomtown's social media guidelines.

##### **Website:**

The Digital Communications Officer will assist the Digital Communications Manager with the below:

- Support with the creation, and general maintenance of the website content with a primary focus on all FAQs and info related pages.
- Be point of contact for the Music department, to upload and maintain all artist bios, stages and line up pages.
- Liaise with Theatrical Department and update and maintain all venue descriptions and images.
- Generate content for all customer service documents such as; The Essential Guide and all FAQ pages.
- Manage the subscribers to the public newsletter and crew newsletter list via the various subscription web pages and separate sign up URLs.

## **Customer Service**

Working with the Communications Assistant you will be the first point of contact for the info@ inbox:

- Daily check of the inbox ensuring all emails are replied to within 72 hours.
- Weekly report to the Communication team on the number of emails, general content, queries that needs addressing, along with identifying any updates required for the website or processes that may need to be changed in the wider team due to negative public feedback.
- Overseeing the standard response document - generating an 'FAQ bible' with all answers to standard queries.
- Be the point of contact for other external email inbox managers (i.e. Access / Skylark/local/press) for any general questions about the festival.

## **Other Duties:**

- Organise and oversee storing and sharing all marketing assets with the wider team.
- Support Comms team with any additional admin duties, including booking and preparing meeting rooms, minute taking and general admin support.
- Programme - Assist the Communications Team with any festival programme content related duties or requirements.
- **Feedback Customer Service - post event** - Work with the Media Manager, all departments, and Ticket Providers to manage the Feedback inbox when the info@ inbox is closed post show responding to all complaints. Replicating the processes in place for the feedback@.

## **Onsite role: (required to be onsite from 27th July - 18th August 2020)**

During show the Digital Communications Officer will be required to support the Digital Communications Manager with all responsibilities and if necessary the Media Manager and wider team.

- Maintain social media role on site
- Maintain info email role on site
- Assisting with site logistics where necessary
- Assisting the wider team in the media area

During show:

- Generate and oversee teams generating social content and post during show
- Assist in updating the public on all line up changes and music related info
- Assist with live comms and immediate reactive messaging via all social channels
- Assist Digital Communications Manager with any incident messaging

---

## **Required skills**

- 2 or more years experience in digital marketing or customer service, or a recent graduate in a relevant subject.
- Excellent knowledge of social media across multiple platforms (facebook, instagram, twitter, youtube).
- Passionate about social media and learning new SM trends.

- Strong written and verbal communication skills and the ability to interact with a range of audiences.
- Calm, friendly and enthusiastic approach to all situations.
- Ability to work under pressure and in a very stressful, fast paced environment.
- Ability to work on multiple projects at once and be solutions focussed.
- A proven dynamic team player with an ability to work collaboratively and independently and manage time effectively.
- An understanding of Boomtown Fair, its history and ethos.
- An understanding of the UK festival industry.

**Desirable Skills**

- SEO knowledge
- Knowledge of photoshop & graphic design
- Good understanding of Google docs, Google forms etc.