

WORK WITH THE CBSO

DIRECTOR OF MARKETING & COMMUNICATIONS



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We are looking for a creative, commercially minded and innovative Director of Marketing & Communications to join the City of Birmingham Symphony Orchestra (CBSO). This role oversees all marketing and external communications for the organisation, working closely with the CEO and wider team on clear strategies to deliver the organisation's ambitious objectives, maximise income, hit targets, build reputation, and develop engagement with all aspects of the CBSO's brand and activities.

The ideal candidate will be experienced in leading a busy team and have a strong track record in income generation and audience growth strategies. They will have experience of overseeing and leading all elements of marketing, PR, branding, audience experience, audience development, CRM, content, and digital. They will also share the CBSO's belief that orchestral music can and should be for everyone, and have a passion for connecting audiences with incredible musical experiences.

REPORTING TO: Chief Executive

DIRECT REPORTS: Senior Marketing & Content Manager, Audience Experience & Insights Manager

HOURS: 40 hours per week

SALARY: £55 – 60k

LOCATION: Birmingham (with some hybrid working options)

ABOUT THE CBSO

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

Resident at Symphony Hall, the orchestra's musicians perform over 150 concerts each year in Birmingham, the UK and around the world, with music that ranges from classics to contemporary, soundtracks to symphonies, and everything in between.

For more than 100 years, the CBSO has been involved in every aspect of music-making in the Midlands. And through its wide-reaching community and education projects, 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.

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

Strategic Leadership, Income Generation & Audience Growth

- Lead the development and delivery of a clear, sales focussed, organisation-wide strategy for all public-facing activity, encompassing marketing, communications, PR, audience development, customer experience, CRM, content and digital.
- Drive audience growth and diversification, income generation, and the establishment of a coherent, insight-led approach to deepening the CBSO's connection with Birmingham and its communities.
- Work in close partnership with the Chief Executive and Senior Management Team (SMT) to shape and deliver organisational strategies and priorities.
- Champion the audience voice at the heart of decision-making, working closely with the Artistic Planning Team, player representatives and CEO to ensure audience insight informs programming choices.
- Lead the evolution of the organisation's audience development approach, balancing commercial, artistic and charitable objectives through a rigorous, data-informed and iterative methodology.
- Develop and embed strategies that build meaningful, sustained relationships with Birmingham's diverse communities, ensuring activity is intentional, coordinated and impactful.
- Report regularly to the Board of Trustees on performance and targets, including income, sales, audience metrics and strategic progress.

Targets & Finance

- Drive and deliver ambitious box office income and audience growth targets, ensuring a consistent focus on commercial return, yield optimisation and sales performance.
- Effectively deploy data insight to drive pricing, sales strategies and campaign performance.
- Oversee the effective use of CRM systems, audience research and data analysis to inform decision-making, deepen audience understanding and optimise performance.
- Work with the CEO and Director of Finance and Resources to plan and manage the marketing and communications budget, ensuring robust financial control and accountability.

Brand, Content & Communications

- Lead a cohesive approach to brand, content and communications, ensuring a clear, distinctive and consistent voice across all channels and audience touchpoints.
- Act as Brand Guardian, upholding high standards of identity, storytelling and tone of voice across the organisation.
- Oversee digital strategy and development, ensuring the effective use of platforms and technologies to drive engagement, reach and conversion.
- Direct PR and communications activity, including agency management, media relations and reputational strategy, ensuring alignment with organisational priorities and proactive profile-building.

Leadership & Organisational Culture

- Lead, develop and motivate the Audiences team to deliver against strategic, sales, and audience objectives – including line-management of the Senior Marketing & Content Manager and the Audience Experience & Insights Manager.
- Foster a culture of collaboration, creativity and accountability, enabling the team and wider organisation to contribute effectively to audience-focused goals.
- Work across the organisation to embed a shared understanding of audience strategy and priorities.
- Take a leadership role within internal communications and organisational culture, supporting openness, clarity and engagement.

Partnerships & External Relationships

- Build and maintain strong, strategically aligned relationships with key stakeholders, including artists, partners, media, funders and civic organisations.
- Work in partnership with B:Music and others to design and deliver coordinated approaches to audience engagement, cross-promotion and customer experience.
- Develop partnerships across Birmingham and the wider region that support audience development and civic objectives, ensuring activity is insight-led, joined-up and delivers measurable impact.
- Represent the CBSO externally as an ambassador, strengthening its profile and reputation locally, nationally and internationally.

Other Responsibilities

- Attend CBSO performances regularly, including occasional UK and international travel.
- Undertake additional duties as required by the Chief Executive.

PERSON SPECIFICATION

Essential Skills & Experience

- Significant senior leadership experience in marketing and/or communications within the cultural sector.
- Proven track record of delivering audience growth, income targets and high-impact marketing strategies, with a focus on both acquisition and retention.
- Passion for, and knowledge of, orchestral and/or classical music.
- Demonstrable success in PR, media relations and reputational management, including working with external agencies.
- Strong expertise in CRM, audience insight and data-led decision-making, including the ability to translate complex data into clear, actionable strategies.
- Experience leading brand development, content strategy and digital engagement.
- Understanding of, and interest in, digital and emerging technologies, and their application within arts and culture.

- Strong financial acumen, including budget management, target setting and income delivery.
- Strong leadership in social media and digital marketing, with proven ability to develop and deliver effective digital strategies.
- Experience leading, developing and motivating high-performing teams.
- Excellent written, editorial and presentation skills, with the ability to adapt tone of voice for different audiences and channels.
- Strong interpersonal and influencing skills, with experience building effective relationships with a wide range of stakeholders.
- Strong understanding of diverse audiences and how to engage them effectively.

Desirable Skills & Experience

- Experience of working within the orchestral sector.
- Knowledge of Birmingham and/or experience of delivering place-based audience growth strategies.
- Experience of aligning marketing and audience strategy closely with artistic planning and programming.
- Track record of delivering innovative digital or content-led audience engagement initiatives.
- Experience of working in partnership with venues, cultural organisations, or city-wide initiatives.
- Understanding of public funding environments and the role of cultural organisations in society.

HOW TO APPLY

To apply for the Director of Marketing & Sales please send a CV and a supporting statement of no more than two pages of A4 to Hollie Dunster, HR Manager – hdunster@cbsocb.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: 10 July, 10 am

Interviews: Round One will be conducted on line, in the w/c July 13, round two will be conducted on the 22 or 23 July in person, in Birmingham.

If you wish to have an informal discussion about this role, please contact Hollie Dunster, HR Manager, on hdunster@cbsocb.co.uk