Independence from drugs and alcohol

Bristol Drugs Project
11 Brunswick Square
Bristol, BS2 8PE
01179876000

Marketing & Events Coordinator

Purpose of role

Working within both the Creative Communities team and Bristol Sober Spaces, and closely with BDP's wider Communications team, this is a newly created role that brings marketing and events coordination together across two of BDP's most vibrant projects.

Bristol Drugs Project (BDP) is a Bristol-based charity providing drug and alcohol support across the city. Alongside our frontline treatment services, we run two projects that use creativity and community to support people's recovery and wellbeing: BDP Creative Communities, our arts and music programme for people with lived and living experience of drug and alcohol use, and Bristol Sober Spaces, Bristol's home for alcohol- and drug-free live events.

In this post, you will play a key part in both projects: promoting the creative groups and events BDP runs, increasing participation, and coordinating events from first idea through to delivery on the night.

You will be the driving force behind how both projects reach their audiences and run their events — building awareness, encouraging new people to get involved, and making sure everyone's experience is positive and seamless. You will work closely with the Creative Communities and Sober Spaces teams, BDP's Communications team, venues and partners, performers and volunteers.

This role would suit someone with strong marketing and events skills, a creative approach and experience of working in the arts or live events sector, who wants to apply this to a role that will significantly impact the lives of some of the most vulnerable members of our society.

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Principal responsibilities

1.1 Support both projects' marketing objectives by delivering work in line with BDP's organisational goals.

1.2 Plan and deliver social media content across both projects' channels, growing engagement and reach.

1.3 Monitor and manage our online community, responding to comments and messages across both projects' channels.

1.4 Write and send regular email newsletters via Mailchimp (or similar) to each project's mailing list.

1.5 Keep both projects' websites up to date, including event listings, news posts and group/artist pages.

1.6 Design graphics, posters and flyers for events and campaigns.

1.7 Build relationships with local media and press, and support press opportunities as they arise.

1.8 Capture and coordinate photo and video content at events and rehearsals for future marketing use.

1.9 Plan and coordinate the events calendar across both projects, working with venues, promoters and partner organisations (e.g. Trinity Community Arts, Not Saints).

1.10 Handle event logistics: bookings, ticketing, licensing considerations, risk assessments and volunteer rotas.

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1.11 Recruit, brief and support volunteers and performers ahead of and during events.

1.12 Be present at events, including evenings and weekends, to oversee on-the-day delivery.

1.13 Gather feedback and testimonials from attendees, performers and partners after events.

1.14 Support funding applications and funder reports with marketing and event data, photos and case studies.

1.15 Interpret social media and website analytics to inform what we do next, and monitor and report on marketing performance and event attendance.

1.16 Perform any other reasonable task requested by your line manager.

1.17 Use your initiative to help shape the direction of both projects' marketing and events work, and bring skills and expertise to advise on the direction of travel.

General duties

2.1 To be proactive in reviewing and evaluating own performance and identifying and acting on areas for improvement and development.

2.2 To maintain appropriate records (both electronic and manual), within required timescales.

2.3 To attend such internal and external meetings as directed.

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2.4 To take all reasonable steps to comply with the Health & Safety at Work Policy.

2.5 To work within the framework and spirit of the agency's Equalities Policy and Code of Professional Conduct, and in all dealings with other agencies

2.6 After reasonable consultation, to undertake any other task which is necessary, if called to do so by the Line Manager.

Dimensions

Finance

3.1.1 No budget responsibilities but will need to track spending in line with project budgets

Staffing

3.2.1 Working within the Creative Communities and Bristol Sober Spaces teams of Bristol Drugs Project, alongside paid staff, volunteers and performers.

Environment

3.3.1 Working primarily at BDP offices in Bristol, with regular travel to event venues and creative group sessions across the city.

3.3.2 Hours of work: as specified in contract of employment [insert, e.g. 30–37.5 hours per week]. Core hours are usually between 9am and 5pm, Monday – Friday. Regular evening and weekend work to deliver events will be necessary, with time off in lieu.

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Technology

A high level of competency with a range of technology crucial to success in this role, including and not limited to:

- Administration software including the Microsoft 365 suite and Microsoft Teams
- Graphic design tools including Canva
- Email marketing tools including Mailchimp
- Website content management systems such as WordPress or Webflow
- Social media management and scheduling tools, and native content editors inside Instagram and Facebook

Job context

Key contacts

4.1.1 Inside Bristol Drugs Project: Principal contacts: George Herbert - Communications & Digital Engagement Team Leader and Sophie Wilsdon – Creative Communities Coordinator. All staff, volunteers and peers.

4.1.2 External to Bristol Drugs Project: venues, promoters and partner organisations (including Trinity Community Arts, Bournemouth Symphony Orchestra and Not Saints), performers and artists, press and media contacts, funders, and the wider Bristol arts and recovery community.

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Scope for Impact

Decisions that can only be made with reference to line management

5.1.1 Policy changes; anything which would significantly impact the rest of the organisation; anything with budget, financial or reputational implications; significant service development; representing the agency to the media or other organisations.

Decisions that can be made without reference to line management

5.2.1 Detailed operational issues and organisation/prioritising of work, including day-to-day event and marketing decisions.

Scope for Impact

5.3.1 An enhanced Disclosure and Barring Service (DBS) check is a prerequisite of offer of employment.

5.3.2 This is a newly combined post bringing two established BDP projects together. The priorities for this role may be reviewed and could change as it beds in, requiring flexibility from the post holder.

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Person Specification

Essential

- Experience in marketing, communications or events coordination, ideally in the charity, arts or live events sector
- Experience managing a portfolio of social media accounts
- Visual media production skills including graphic design, photography and videography
- Confident writing for social media, email, web and print, with a good eye for tone, detail and understanding the needs of an audience
- Practical experience planning and delivering live events, including on-the-day logistics
- Comfortable working evenings and weekends around an events calendar
- Strong organisational skills and the ability to juggle two distinct projects and audiences
- A genuine interest in, and sensitivity to, the recovery and harm reduction context including a non-judgemental, trauma-informed approach
- Confident using tools such as Canva, Mailchimp and a website CMS (e.g. WordPress or Webflow)

Desirable

- Fluent in a language widely spoken in Bristol other than English
- Experience working with or within Bristol's music, arts or events scene
- Photography or videography skills using a camera other than a phone
- Experience working with volunteers or people with lived experience of substance use
- Personal experience of drug and alcohol use and understanding of contempoary issues surrounding alcohol and other drugs
- Contacts and connections in Bristol’s music and arts scene