

# CLWBIFORBACH

Clwb Ifor Bach | 11 Stryd Womanby | Caerdydd / Cardiff | CF10 1BR

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(029) 2023 2199 | [post@clwb.net](mailto:post@clwb.net)

**Job title:** Digital Marketing Officer

**Salary:** £20,000 - 22,000 + Pension

**Hours:** 37.5 a week

**Holiday entitlement:** 33 days (including bank holidays)

**Period of contract:** Permanent

**Probationary period:** 3 months

**Location:** Working from home for the time being, with the intention to return to our city centre office when it's safe.

**Deadline for application:** 5pm, Friday 21/05/21

**Clwb Ifor Bach** is an established grassroots music venue in the heart of Cardiff and is a home for new and emerging artists for over 35 years. For the past six years we have also been one of Cardiff's leading independent promoters, involved in organising shows across the country, programming live music for events as well as delivering the inner-city multi-venue festival **Sŵn Festival**.

In April 2021, we launched **Clwb Music**, an independent music group consisting of a record label, management team and publishing company with the aim of developing and collaborating with artists from Wales.

Clwb Ifor Bach are looking to recruit a creative **Digital Marketing Officer** that has a very keen interest in contemporary music to join the marketing team. The ideal candidate would be a music obsessive with experience in a similar role or within the music industry.

The responsibilities will include managing various social media accounts, creating digital ads and delivering analytical reports on sales and activity.

Click here for the full job description.

To apply for this role - please send a CV and cover letter to: [guto@clwb.net](mailto:guto@clwb.net)

If you wish to discuss this role further before applying or if you have any questions - please email: [steff@clwb.net](mailto:steff@clwb.net)

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## Main duties:

### **Social Media:**

- Manage several social media accounts
- Schedule posts across all platforms
- Engage with audiences
- Announcements: events, news, launches
- Liaise with artists managers and agents for social media content (Facebook Page access, social media takeovers, interviews)
- Social media + marketing plans for individual events

### **Advertising:**

- Create online ads using Facebook Ads Manager and Google AdWords

### **Analytics:**

- Use Google Analytics to answer questions and report on our activity
- Create quarterly reports using analytics to inform future steps to take
- Use analytics to inform our advertising efforts

### **Other work:**

- Content creation
- Newsletter managing
- Minor design work
- Video editing
- Implementing SEO strategy
- Uploading and posting on our website
- Source content for artists that we're promoting
- Writing short blurbs and biographies for artists and events

## Experience:

### **Essential:**

- We're looking for someone with a keen interest in contemporary music, festivals and events.
- Experience with managing social media accounts in a professional capacity
- Knowledge and understanding of Google Analytics
- Experience in using online advertising platforms: Facebook Ads Manager and Google AdWords

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## Desirable:

- Basic knowledge of Photoshop and other Adobe Creative Suite
- Basic video editing capabilities
- Strong knowledge of SEO strategies
- Experience in using WordPress or similar CMS
- Experience in a similar role in a live music or similar environment
- Deploying tags + pixels using Google Pixel Manager
- Excellent copywriting skills including the ability to write content and blurbs for websites
- Experience in using Mailchimp or alternative newsletter platforms
- Past experience in the music industry
- Contacts with current music and arts media

## Benefits:

- Free gigs!
- Office based in the city centre
- A highly sociable work environment and culture
- Regular opportunities for training and development
- Work trips