Job Title: Senior Digital Content & Audience Manager (full time)
Location: London/Remote Hybrid
Salary: £40,000-£50,000 per annum
Length of Contract: Permanent

Company Profile

The BPI champions the UK's recorded music community, safeguarding the rights of its members and of the artists, performers and label members of collecting body PPL. The BPI's membership consists of hundreds of independent music businesses and the UK's three 'major' record companies – Universal Music UK, Sony Music Entertainment UK and Warner Music UK. Its total membership taken together accounts for around 85 per cent of legitimate domestic music consumption and 1 in 10 streams around the world.

The BPI promotes British music at home and overseas through its trade missions, the Music Exports Growth Scheme and The BRIT Awards, which it owns and organises. It administers The BRIT Certified Platinum, Gold and Silver Awards Programme, co-owns the Official Charts Company with ERA, and is home to The Mercury Prize. The BPI encourages and supports innovation and technology, and additionally provides insights, training and networking with its extensive free masterclasses, networking events, Insight Sessions and reports alongside its communications and public affairs work

The BPI is committed to diversity, equity and inclusion. In support of this, the BPI is working closely with its members and industry partners, as well as its Equity and Justice Advisory Group (EJAG). The BPI's community engagement, focussed on education & wellbeing through the power of music, is directed through The BRIT Trust.

The BPI is values led in all the work it does. At the BPI we are Championing, Collaborative, Accountable and Trailblazing.

The Opportunity/Job Description

We are looking for an experienced Senior Digital Content & Audience Manager to join the BPI team.

This is an exciting and demanding full-time position, reporting to the Director of Digital, as the Senior Digital Content & Audience Manger. In this role you will be responsible for driving the audience growth of our social platforms relating to key events, campaigns and content series for the BRIT Awards, BRIT Billion, Mercury Prize, National Album Day and other BPI related events. You will oversee day-to-day social operations including website and CRM systems, manage communication with relevant agencies including sponsor and partner agencies and record label social and marketing teams, whilst leveraging data-driven insights to maximize audience engagement, retention, and growth across all relevant digital channels.

The BPI follows a hybrid work structure where employees can work remotely, or from our office (in the creative Tileyard hub, King's Cross, London), based on task requirements or personal work preferences. BPI may assign you to work outside London at various locations where the BRIT Awards, Mercury Prize and other events are to be held. Whilst the BPI strives to offer employees flexibility and a good work life balance, in the run-up to the awards shows, and at other intense periods you may be asked to work longer or unsociable hours as part of the production of the event. Currently the 2027 BRIT Awards are scheduled to take place in Manchester and the 2026 Mercury Prize will take place in Newcastle.

Key Responsibilities

- Develop the digital operations, audience growth and content strategies for the BPI's main awards shows (BRIT Awards and Mercury Prize) based on data-driven insights that manage and balance growth needs with budget and production realities.
- Identify emerging trends and technologies to maintain a strategic advantage with audience engagement.
- Drive audience growth, content engagement and retention strategies across all channels.
- Manage external agency budget lines and resources i.e. social producers, content producers, technical staff and be comfortable managing talent when required.
- Work closely with the Director of Digital, BPI Events Team and other key stakeholders ensuring key campaign information is shared in a clear manner on a regular basis.
- Serve as a key point of contact for external partners, sponsors, agencies and label/artist social and marketing teams.
- Set campaign goals, and regularly report on digital performance, audience metrics, and operational efficiency utilising analytics and user insights to inform content, production, and marketing strategies.

Ideal Experience

- Proven significant experience in audience development, or a related social media role working on **large scale events, sport or entertainment**.
- Experience managing cross-functional teams in a fast-paced environment.
- Knowledge of social media, SEO, CRM, and social marketing best practices.

Key Skills

- Strong understanding of social content, story-telling, social platforms and technologies.

- The ability to work calmly and successfully to multiple and often complex deadlines in high pressure situations where they occur.
- Excellent self-management, able to manage busy workload and the ability to multi-task and reliably manage deadlines.
- Skilled inclusive communicator with an understanding of stakeholder needs and opportunities.
- Proficient in analytics tools (e.g. BrandWatch, Google Analytics, Meta Business Suite etc).

Salary and Benefits

- Salary of £40,000- £50,000 per annum depending on experience
- Performance-related bonus
- Three days of personal volunteering time per annum.
- Private Medical Insurance.
- Permanent Health Insurance
- Life insurance
- Annual Wellness Allowance
- Electric Vehicle Salary Sacrifice Scheme
- A hybrid work environment with flexible working policies
- 25 days annual leave plus bank holidays

Equal Opportunities & Diversity

The BPI welcomes applications from suitably qualified candidates of all social backgrounds, including across all genders, ethnicities, sexual orientations, and those who identify as Deaf, disabled or neurodivergent.

The BPI is an equal opportunity employer and any decision to appoint will be made solely based on candidate merit and business need.

We actively encourage the best possible candidates to apply, regardless of their gender, race, age, disability, sexual orientation, religion or political belief. We believe that representation matters, and we are passionate about developing a diverse workforce at all levels of the organisation. We warmly encourage applications from historically under-represented groups, including but not limited to candidates from Black, Asian or ethnic minority backgrounds; members of the LGBTQIA+ community; people who identify as non-binary or gender nonconforming; people who are Deaf or living with a disability; and people who are neurodivergent.

If you are Deaf or have a disability or additional need that requires accommodation during the process of application and selection, please do not hesitate to let us know when applying. Reasonable adjustments we can make include, but are not limited to, extra time during tasks, using a different video conferencing application, providing a British Sign Language interpreter or holding the interview at a specific time of day.

The BPI is proud to be a Disability Committed and Living Wage employer. The BPI is committed to offering an interview to Deaf and or disabled people who meet the minimum criteria for the job.

When you complete your job application form you will find a box at the bottom that says 'Disability Confident Application'. Please tick this box if you identify as Deaf and/or disabled and would like your application to be considered as a part of our commitments under the Disability Confident scheme. If you have a requirement to apply for the role in another format, by video for example, please ensure that you advise us on your application form that you are submitting an application in an additional format and that you wish to be considered under the scheme. There may be occasions where it is not practicable to interview all disabled people that meet the minimum criteria for

the job. In these circumstances we will limit the overall numbers of interviews offered and select the Deaf and/or disabled candidates who best meet the minimum criteria for the job, rather than all of those that meet the minimum criteria.

Application Process

We know that applying for a new job can be full of uncertainties and we look to provide upfront information where possible. Our process for recruiting this role will comprise a minimum of two stages. After each stage, we will contact you as soon as possible to inform let you know if you will be progressing to the next stage.

The closing date for applications is Wednesday 12th May 2026

Stage 1

- Submit a CV and cover letter each totalling no more than one side of A4 here We ask all candidates to complete the BPI's Equal Opportunities monitoring form, which can be found here. Equal Opportunities monitoring forms are anonymous and are processed independently to your application by members of the team not involved in the hiring process.
- Your application will be considered on a name blind basis by our recruiters. Following your application, you may be invited to a pre-screening call with our recruiters. Calls will take place on a rolling basis between 28 April– 12 May 2026

Stage 2

- Successful candidate will be invited to a 45-minute interview with the BPI Director of Digital and colleagues from our social media agency to be held the week commencing 15 June 2026. Interviews can be scheduled flexibly if needed.

Stage 3

- A strategic and/or practical task to be prepared in advance will be set for stage 3 candidates around developing a digital approach to a large-scale events.
- 60-minute in-person interview with the BPI Director of Digital and colleagues from our social media agency to be held the weeks of the 22 or 29 June 2026, part of which will be to discuss the prepared task.

Stage 4

- Employment offer, subject to reference