

## 1. Who is Making Music?

Making Music is the UK association for leisure-time music groups, representing over 4,000 members made up of around 220,000 musicians of all types, genres and abilities.

Making Music supports, connects, champions and celebrates groups of people making and presenting music in their communities. We offer our members practical services, artistic and networking opportunities, and speak on their behalf to policy makers and others. Our aim is for music groups to make the most of Making Music as their home and ally.

Our vision is that everyone has the opportunity to be part of a music group.

Our mission is to support, connect, champion and celebrate groups of people making and presenting music in their communities.

The 5 aims of our new 5-year plan from 2023 are:

1- Music groups make the most of MM as their home and ally	2- Music groups are more sustainable	3- Music groups are connected	4- Leisure-time music is recognised and valued	5- MM is sustainable
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Our values are:

- We **believe in** the value of leisure-time music groups
- We are facilitators: we **empower**
- We are **respectful** of everyone we connect with
- We **listen**, we care, we are always learning
- We are **transparent** and value the trust we earn
- We share and **collaborate** generously
- We **do what we say** we're going to do

## 2: What are the details of this job?

Office: 8 Holyrood Street, London, SE1 2EL  
 Salary: £25,642.50 annual full-time equivalent (London Living Wage), £10,257 per year actual (2 days/15 hours a week)  
 Line manager: Nazia Tamanna, Communications Officer  
 Hours: Two days or 15 hours a week, can be worked flexibly by agreement with line manager. Occasionally you might need to work additional hours, for which time off in lieu will be given. Flexible/hybrid office/home working is possible though there is an expectation that at least 1 day or part-day a week will be in the office.

### 3: What does this job do?

The Communications Assistant will support the Communications Officer to deliver and implement our communications strategy, help the Marketing & Sales Manager deliver digital marketing campaigns and assist the Content Manager with day to day tasks on our website.

In this job, you will...

- Create and schedule content for our social media channels
- Write and schedule email communications
- Create digital materials, e.g. images, videos etc.
- Support the Communications Officer to deliver our monthly email newsletter iNotes
- Help deliver any other communications, e.g. related to projects or campaigns, or updates from the area managers

### 4: More detail on the job responsibilities

#### **Communications**

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

- Create and schedule content for social media, with support from the Communications Officer and in line with the agreed strategy and termly/annual plans
- Help collect and analyse data on social media channels
- Use social media to:
  - engage, support and celebrate members
  - grow our reach, and help the Marketing & Sales Manager deliver campaigns to sell membership and services
  - support and deliver advocacy campaigns, working with the Chief Executive and Area Managers

##### ***Broadcast emails***

- Build and send regular member email communications via bulk mailing system, processing and segmenting data as required
- Support colleagues with writing and creating content for monthly e-newsletter, weekly member emails and corporate news, working with the Communications Officer, Marketing & Sales Manager and Content Manager
- Help deliver area manager' email updates to members in their UK nation

##### ***Press, print, website***

- Help monitor and document mentions of Making Music / successful placing of press releases in digital, print or other media (radio, TV etc.)
- Support Communications Officer and Content Manager on production of the print magazine three times a year, as necessary
- When necessary, support the Content Manager with the day-to-day management of the website: building and uploading new content, editing and updating existing content

##### ***Marketing***

- Support the Communications Officer in delivering communications and digital marketing aspects for sales campaigns, and/or contributing to design of marketing collateral
- Support the Communications Officer in delivering digital communications or marketing for events and projects, including paid social

##### ***Other***

- Admin: help monitor the relevant email inboxes (marcomms@, press@, social@)

- Help the Communications Officer, Marketing & Sales Manager and Content Manager keep the marketing and communications handbook, social media procedures, suppliers' details and other relevant information up to date
- Support the Communications Officer in collecting data on broadcast emails and social media activity
- Support the Communications Officer and Content Manager with delivering the new website (2023-2024) by helping with research, user testing and moving content to the new site
- Act according to the [Making Music values](#) at all times
- Contribute to Making Music and work with colleagues, Board and volunteers as needed

## **5: What kind of person are we looking for?**

We would like to find someone interested in communications and social media, with creative ideas, able to find and create written and visual content, and with great attention to detail, and using these skills on our digital channels. We're also keen to hear from individuals who are curious about learning and adapting to new platforms.

### **Skills and experience**

- Ability to write well and clearly for different audiences and platforms
- Experience of posting and engaging on social media channels (ideally Facebook, Twitter, Instagram, YouTube, LinkedIn)
- Ability to learn new systems quickly, e.g. to use our website Content Management System, our bulk emailing tool
- Excellent communication skills
- Excellent attention to detail
- Able to organise and manage their time, and prioritise
- Ability to work independently but also as part of a team on projects with colleagues and across departments