

Communications Assistant tasks

Task 1

Adopt a Music Creator is our flagship project. Each year, we invite members to get involved in the next cohort. On the page it is noted that applications are currently closed, please write as though applications have just opened and the closing date is Friday 8 December 2023. You can read through the details of the project in the opportunities page: <https://www.makingmusic.org.uk/opportunities/making-music-projects/adopt-music-creator>.

Please could you have a look at the opportunity page and read through the information about Making Music on the second page of this document, then:

- Write a post each for our Twitter, Facebook and Instagram channels promoting this opportunity. You are welcome to include imagery from our [Flickr](#) account, or [Unsplash.com](https://unsplash.com)

*Should take approx. 15-25 mins to complete.

Task 2

We have gathered a piece of text, please see below, about one of our resources: the Census Comparison Survey. Please can you read this closely and spot any spelling, punctuation or grammar mistakes.

Census Comparison Survey

Understanding the demographic make-up of your member's or audiences and how these compares to your local area can be helpful. It will show you who you're already doing a good job if engaging with: and who you might be missing out on. This data can help you when planning where to target your recruitment efforts or where you could apply for funding. You can access demographic data about the population of your local area in the government's UK Census. Making Music has created a Census comparison Survey to help you easily collect data from your group that you can compare with the UK Census data.

There are up to 10 mistakes, write down how many you can spot and what they are. Please write your response into box on the online application form.

*Should take approx. 5-10 mins to complete.

Task 3

You check Facebook first thing in the morning and notice there is a negative comment about Making Music on a recent post. What would your next steps be?

*Should take approx. 5 mins to complete.

Please write your response into box on the online application form.

Making Music

Making Music is a membership organisation that supports, stands up for and celebrates groups of people making and presenting music together in their leisure-time across the UK.

Since 1935, Making Music has championed leisure-time music groups across the UK with practical services, artistic development opportunities and by providing a collective voice for its members. We represent over 4,000 groups of around 220,000 musicians of all types, genres and abilities. We help them run their group so they can get on with making music.

Our members

Our members are a mix of vocal groups, instrumental groups and promoters across many different types of music. The people making up these groups come from all walks of life and all kinds of (music) educational backgrounds.

Tone of voice

We use a natural, human tone to reflect a living, breathing organisation. We don't use jargon which could make people feel excluded.

We are...

- warm and human
- clear and simple
- encouraging and enthusiastic

We aren't...

- cold and impersonal
- patronising
- judgemental
- over the top

Image house style

Images used should...

- usually be photos
- be high quality
- be naturalistic
- reflect their context
- feature (member) groups where possible
- feature positive emotions where possible
- not have studio or unnatural backgrounds
- not be staged, posed or unnatural