

Communications & Marketing Executive

Section 1: What is Making Music and what do we do?

Vision

Everyone has opportunities within reach to make and present their kind of music with others.

Mission

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

In the next five years Making Music will ...

- 1. Help Making Music groups become stronger and better able to connect with new members and audiences**
 - 1.1. Give groups the tools and resources to become sustainable, financially and administratively, including help finding volunteers to run the group
 - 1.2. Help groups with recruitment and retention of members, and particularly people under the age of 35
 - 1.3. Enable groups to promote themselves better to potential members, audiences and other networks in their communities

- 2. Stand up for and celebrate Making Music groups, their members, and others coming together to make or present music in their leisure time across the UK**
 - 2.1. Work proactively on the sustainability of music as a leisure activity and respond to issues which threaten its future
 - 2.2. Increase the visibility of Making Music groups and their members
 - 2.3. Increase the visibility of music as a leisure activity to the general public, policy makers and other relevant bodies

- 3. Invite and welcome all kinds of music groups to become part of the Making Music community**
 - 3.1. Strengthen the community of Making Music groups and their members
 - 3.2. Ensure Making Music is able to welcome all kinds of groups of any musical genre into membership
 - 3.3. Reach out to all kinds of groups of any musical genre to invite them into the Making Music community

We also need to make sure that Making Music is able to implement these plans, so we intend to:

- 4. Ensure Making Music is sustainable and robust for the longer term**

Section 2: Post Summary

This is a 3 days/21 hours-per-week temporary post until 31 August 2018, with a probationary period of 1 month. The 21 hours can be spread flexibly across the week. The post may require some working outside of these hours, for which time off in lieu will be given.

Location: 8 Holyrood Street, London SE1 2EL.
Salary: £20,000 pro-rata, i.e. £12,000 per annum
Reporting to: Interim Publications & Communications Manager

Section 3: Post Details

The overall purpose of the job is to support the Interim Publications & Communications Manager in delivering Making Music's communications and marketing activity.

Duties include:

MAIN DUTIES

To help deliver email communications, working with line manager, including:

- building, testing and broadcasting regular email updates using CiviMail
- liaising with line manager and colleagues for content of emails and e-bulletins as necessary

To help deliver Making Music's social media presence and other user generated content, working with line manager, including:

- Regular monitoring and posting to social media profiles
- Generating new content for social sharing as agreed with line manager and other colleagues

To help maintain the Making Music website, including:

- Planning and delivering regular content updates including news and features
- Adding new and editing existing content via the Content Management System

ADDITIONAL DUTIES

To help design and deliver marketing assets and publications, working with line manager, including:

- Various flyers, business cards and other materials, e.g. banners etc., used by colleagues in a variety of external visits and trade shows etc.
- Various smaller publications, e.g. programmes, Adopt a Composer Handbook, etc.

To assist with other duties as required, including:

- Other duties within the marketing and communications remit
- Helping the membership team at times of peak activity, with events for instance
- Assisting if necessary with marketing and communications for project Make Music Day which is looked after by Making Music

Section 4: Person Specification

Making Music is seeking to appoint an individual with a natural aptitude for communications and an interest in music.

Essential skills & attributes

- Some experience of using email marketing systems
- Some experience of web content editing and use of content management systems
- Some experience of managing social media profiles
- Ability to communicate clearly, in person and in writing
- Good copywriting and proof-reading skills
- A high standard of written English
- Excellent attention to detail
- Proficiency in Microsoft Office programmes and keyboard skills
- An understanding of leisure-time and community groups
- An understanding of Making Music and its services, projects, and membership
- Ability to work as part of a small team with the flexibility that this demands
- Some experience of working in an office
- A self-starter, pro-active and able to take own initiative