



Volunteer role description: Advertising Co-ordinator Artists Panel

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.

Objectives

In the next five years (2017-2021) Making Music will:

1. Help Making Music groups become stronger and better able to connect with new members and audiences
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
3. Invite and welcome all kinds of music groups to become part of the Making Music community
4. Ensure Making Music is sustainable and robust for the longer term

For more information, please visit <https://www.makingmusic.org.uk/about-us/annual-report-and-accounts>

Section 2: What is the Selected Artists Panel and what does it do?

The Selected Artists Panel consists of representatives from our promoter member groups. Each year the panel selects a number of established professional musicians and ensembles for inclusion in Making Music's brochure, *Selected Artists*. The selection process is as follows:

- Completed application forms are received from artists who wish to be included in the brochure.
- A listener is sent to a performance by the artist: the listener completes a report about their experience at the concert. Making Music maintains a pool of listeners for this purpose across the UK. Where possible more than one performance is reported on per artist.
- The listeners' reports are collated together with the applications and shared amongst the members of the Selected Artists Panel for review.
- The Selected Artists Panel convenes for a two day meeting in which the reports and reviews are discussed, and the artists who will appear in the guide are chosen.

Special fees are negotiated in each case for Making Music members, to whom the brochure is circulated in May, providing exposure and bookings to professional artists at affordable rates for amateur music groups.

Section 3: Purpose of role

The Advertising Co-ordinator liaises with existing and potential advertisers and with Making Music staff in relation to advertising space in the annual Selected Artists Brochure. They follow up on emails sent by the Making Music office to potential advertisers with details for submission of adverts, receive applications from advertisers and pass copy and payment information to the relevant MM staff. They also assist in proof-reading the brochure.

Section 4: Main activities/tasks:

- Preparing and sending the reminder emails regarding advertising opportunities to previous and new advertisers
- Liaising with Making Music staff regarding potential new advertisers
- Passing details to the Publications Manager to enable them to finalise the adverts and prepare the brochure for print
- Passing details to the Finance Manager so that advertisers can be invoiced
- Proof-reading the guide and liaising with the Publications Manager regarding any corrections
- Using the Making Music database to find, update or add contact details for advertisers
- Fulfilling the role of Panel Member (see separate role description)
- Attending Selected Artists Panel meetings as required
- Attending in-house training sessions as required

Section 5: Skills/experience required:***Essential***

- The ability to relate to a wide range of people
- Tact, diplomacy and confidentiality
- The ability to represent Making Music in a professional manner
- Good organisational skills
- Ability to work on your own initiative
- Good record-keeping skills
- Ability to meet deadlines

Desirable

- Competence using IT to support the role (e.g. admin, communications, data handling)
- Good communication skills, particularly on the telephone
- Experience of dealing with professional musicians
- Knowledge of how community groups are run

Section 6: Training offered

A full induction will be provided. Regular in-house training on best practice will be given, and further external training may be offered where resources allow.

Section 7: Location

Home based, with occasional travel to meetings in London and/or the Midlands (usually 3 times a year).

Section 8: Expenses

Out of pocket expenses, supported by receipts / copies of phone bills, will be paid in line with Making Music's Expenses Policy (available on request).

Section 9: Hours

Though the role exists all year round, the period between January and May is particularly busy and the Advertising Co-ordinator should be prepared to engage in concentrated blocks of work during this period. Meetings (in July and October) typically involve a full day, with the selection panel in March requiring two consecutive days.

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