



Make Music Day UK – PROJECT MANAGER JOB DESCRIPTION

Make Music Day is the biggest global celebration of music that takes place in over 120 countries on 21 June every year. We are looking for an enthusiastic, efficient and proactive project manager with marketing/communications skills and experience to implement the next phase of Make Music Day UK. Working closely with the Lead Project Manager, you will manage all administrative and marketing/communications functions and manage one or more freelancers. This is a small and very part-time team, with some support from the 9-strong steering group of industry organisations.

We are looking for someone who is:

- Experienced in managing projects which involve multiple stakeholders
- Confident in communicating with a broad range of stakeholders
- Confident in managing a team
- Self-motivated and able to work independently as well as part of a team
- Friendly, hardworking and resourceful, with the initiative to get things done
- Imaginative and creative who is able to seize an idea and run with it
- Highly organised with excellent attention to detail
- Experienced in online and print marketing and communications (training provided in specific areas where necessary (e.g. Wordpress, Photoshop))

The Project Manager will be based in the Making Music office in London Bridge (some home-working is acceptable). Occasional travel around the UK will be required for which expenses will be reimbursed.

Part-time fixed term contract: £27,000 (full time equivalent annual salary) pro rated for 2 or 3 days per week, dependent on availability (we are willing to be flexible for the right candidate).

Fixed term contract to 31 March 2020. Funding will be sought to continue funding the role beyond March 2020. Please note this project is managed by Making Music on behalf of a steering group of 9 organisations from the music industry. Making Music will be the employer for this post.

We are looking for someone to start as soon as possible in order to experience MMD on 21 June. Handover from the current project manager will take place in June/July 2019.

To apply for this post, **please email the following to vacancies@makingmusic.org.uk by 9am on 9 April 2019:**

- a supporting statement, explaining how you meet the requirements of this role
- a CV outlining your relevant achievements, and details of two referees (we will not contact referees without asking you first)

For an informal discussion about this role, please email Alison Porter, alison@makemusicday.co.uk, to arrange a phone conversation.

If we wish to interview you, we will contact you by 5pm on Tuesday 9 April. Interviews will be held on Friday 12 April in London Bridge.

About Make Music Day

Make Music Day is a global phenomenon. It is an international free celebration of music based on France's *Fête de la Musique*. It takes place on 21 June in more than 120 countries around the world.

What we're trying to achieve in the UK (and we think will take up to 5 years) is to capture everyone's imagination sufficiently for it to become a regular event in every local authority's, school's and music-related organisation's diary. The goal is to make it as all-pervasive as it is now in France,

where two thirds of the population engage with it every year and there are over 19,000 events on the day.

In 2017 we proudly hosted the first national scale Make Music Day in the UK. There were 180 performances, reaching an audience of around 8,000 people. In 2018 MMD resulted in 558 performances and engaged with live and online audiences of 100,000. This year we are aiming to reach 1,600 performances and audiences of 300,000.

Make Music Day is a DIY festival with hundreds of self-organised events across the whole of the UK. People can get involved as performers, venues, event organisers, volunteers and supporters.

Performances come from a full spectrum of musical styles and genres so we want to get our promotions out as far and wide as possible. Performances will take place in a variety of venues including libraries, hospitals, schools, town squares, train stations, parks, shopping centres, pubs, cafes and traditional gig venues.

Make Music Day UK has a network of around 100 partner organisations who have expressed an interest in supporting this event and have agreed to build the profile of the festival across the UK. The network includes partners such as Classic FM, Association of British Orchestras, Music Mark, UK Music, Youth Music, PRS for Music, British Council.

In addition to this, there is support provided by a steering group of nine organisations drawn from the larger network of partner organisations. The steering group comprises Music for All, Making Music (Co-Chairs), the Associated Board of the Royal Schools of Music, English Folk Dance and Song Society, International Association of Music Libraries, Musicians Union, NAMM Foundation, Orchestras Live! and Voluntary Arts. The significant reach of Make Music Day is made possible by our partners' combined networks and online presence.

To find out more visit www.makemusicday.co.uk.

Project Manager - Job Description

Job Title:	Project Manager
Reports to:	Alison Porter, Lead Project Manager, (for work stream)
Works with:	Barbara Eifler (MMD co-chair), MMD steering group
Line manager (HR):	Barbara Eifler, Chief Executive, Making Music
Responsible for:	Other marketing and comms professionals (e.g. PR consultant, social media consultant, website consultant), temporary project
Contract:	Fixed term employment contract
Dates:	May/June 2019 – 31 March 2020 (possibility of new contract beyond March 2020, dependent on funding)
Salary:	£27,000 pro rated for 2 or 3 days per week (14-21 hours a week)
Location:	Making Music office (London Bridge); some home working is acceptable

Objectives

Make Music Day UK (MMD) is looking for an experienced project manager with some marketing/communications experience to implement the next phase of Make Music Day UK. Working closely with the Lead Project Manager and the MMD UK steering group, you will manage all administrative and marketing/communications functions and manage some freelancers.

Make Music Day Team

The Project Manager will work closely with the Lead Project Manager Alison Porter and the MMD co- chair Barbara Eifler. The Project Manager will be responsible for freelancers engaged on the project, e.g. PR consultant, social media consultant, website consultant, temporary project managers and volunteers. The Make Music Day team work in collaboration with the steering group, staff at Making Music, partner organisations and MMD participants (event organisers, performers, venues).

Main Duties

Project management

- Assist with the delivery of MMD 2019 as required by the current project team
- Support the evaluation consultant and lead project manager with the 2019 evaluation – debrief and data gathering, assisting with dissemination of evaluation report
- Consolidate existing partnerships and develop new ones to support the growth, reach and delivery of MMD 2020
- Oversee and develop local network groups – organise and present at local network meetings, maintain communications with group members, local partners etc.
- Maintain communication with key international contacts as needed, deputising for Co-Chairs
- Work with website consultant to further develop website as required for the successful upscaling of MMD 2020, ensure it delivers for admin and users as envisaged
- Work with lead project manager to develop strands/themes and flagship events for 2020, including relationships with partners or co-deliverers and identifying appropriate artists where necessary
- Consolidate relationship with 2019 event organisers, spaces, performers, and audiences, and encourage sign up to MMD 2020
- Reach out to new potential contributors – event organisers, spaces and performers
- Encourage creation of events by individuals and organisations from a wide variety of musical genres and types of musical activity (professional, amateur, educational)
- Create new toolkits and resources (practical and case studies) needed for participants and event organisers and plan for delivery of information/training
- Support event organisers & venues with practical help in organising & running events
- Manage other project managers and volunteers

Marketing & Communications

- Agree and implement Communications Strategy
- Design and manage email communications to MMD mailing list, past contributors, local network groups and UK partners via Mailchimp ensuring regular communication
- Keep website up-to-date
- Organise media launch in Spring 2020
- Marketing materials – design and produce as necessary – postcards, branded materials, online materials etc
- Content – capture and collate content from contributors and partners for website and social media, write blogs for MMD and partners' websites, newsletters and publications
- Manage freelancers – PR consultant, social media manager, website consultant
- Training will be provided in using tools such as Wordpress and Photoshop as required

General

- Deal with general enquiries about MMD from a wide range of stakeholders
- Manage day to day expenditure and report to lead project manager
- Manage all administrative functions and ensure good systems are in place
- Be a positive and proactive ambassador for MMD at industry meetings, conferences and events, deputising for lead project manager and steering group members as required

Person specification

1	Education/qualifications/training:	
	Qualification or significant experience in project management or	Essential
2	Knowledge and experience:	
	Previous experience on a similar size/scale of project	Essential
	Knowledge of the music sector	Essential
	Understanding of grassroots initiatives and festivals	Desirable
	Accurate written and verbal communication and attention to	Essential
	Computer literacy in word-processing and spreadsheets	Essential
	Experience of managing project budgets	Essential
	Experience of planning, implementing and monitoring projects in	Essential
	Experience of working with a range of partners and	Essential
	Experience of managing people	Essential
	Experience of PR/marketing/websites/social media (any scale)	Essential
	Knowledge of Wordpress and Photoshop	Desirable
	Experience of creating content – written and video	Desirable
3	Personal characteristics/attitudes:	
	Self-motivated and pro-active	Essential
	Excellent organisational skills, attention to detail, ability to organise	Essential
	Ability to work under pressure and to deadlines	Essential
	Communicate effectively in writing and verbally; ability to network	Essential
	Takes ownership – is responsible and proactive, seizes opportunities, bring ideas and creativity to the role	Essential
	Works collaboratively – helps colleagues, partners and contributors; develops relationships; works with them to earn their respect, and get the best results	Essential