

## 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 one and a half day a week post (0.3 FTE) (10.75 hrs a week). The hours can be spread flexibly across the week, by arrangement with line manager. The post may require some working outside of these hours, for which time off in lieu will be given.

Location: Home-based with travel around Wales.  
Salary: £32,100 pro rata, i.e. £9,630 actual per year  
Reporting to: Chief Executive

## Section 3: Post Details

The overall purpose of the post is to support existing members and recruit new ones within Wales, and to undertake lobbying and advocacy for Making Music members and leisure-time music in general in Wales.

## **1. Support existing members and recruit new ones**

Duties include:

- **Membership:**
  - Contact with existing members, via phone, email or by visiting
  - Researching and contacting potential new members in Wales
  - Following up members who don't renew membership
  - Working closely with membership team to ensure member or potential member enquiries are dealt with promptly, efficiently, and in a manner which demonstrates that Making Music is a friendly organisation which cares about its members
- **Services including events:**
  - Provide support and advice to members on a variety of issues, either signposting to colleagues in UK office or answering queries of a specifically Wales nature
  - Work with membership team in UK office to deliver and develop services
  - Work with colleagues in Scotland and Northern Ireland and the Member Engagement Manager to organise and deliver an online events programme for members, including delivering presentations with information and advice for member groups
  - Organise and deliver in person or online events for members in Wales, including delivering presentations with information and advice for music groups in Wales
  - Deliver aspects of UK projects in Wales (e.g. Adopt a Music Creator)
  - Where relevant and necessary, set up, fundraise for and deliver specific projects for members in Wales
  - Work closely with colleagues in Scotland and Northern Ireland and the Member Engagement Manager whose remit includes England to ensure members in all four nations receive comparable levels of support and communication
- **Communications:**
  - Write material for Highnotes magazine, electronic communications (emails, bulletins), web content (e.g. news stories, blog), social media (Facebook, Twitter)
  - Work closely with the marketing and communications team in UK office to deliver and develop appropriate marketing and communications for Wales
  - Ensure regular communications with members in Wales, including monthly e-newsletter
  - Ensure where possible that communications are delivered bilingually

## **2. Undertake lobbying and advocacy for Making Music members/leisure-time music**

Duties include:

- Develop strong relationships with a range of external organisations and partners in order to represent the interests of members in Wales (e.g. civil servants and ministers, Creative Cardiff, Music Partnership Forum Wales, Ty Cerdd, Creative Lives, local authorities, funding bodies e.g. Arts Council Wales, HE institutions)
- Speak on behalf of leisure-time music making groups, at meetings or responding to relevant government or other consultations (e.g. on music education, music libraries, venues)
- Network on behalf of members and leisure-time music makers and disseminate useful outcomes to members (e.g. What Next? Cardiff chapter)

## **3. Support strategic planning within Making Music and the delivery of priorities**

Work in Wales is to be closely aligned to Making Music's objectives, the creation of which this role is expected to contribute to fully, ensuring that overall strategy reflects local needs.

## **4. Contribute to the development of an efficient operational structure for Making Music**

Duties include:

- Manage small budgets (e.g. events, projects, volunteer expenses)
- Write or contribute to funding applications in Wales, and maintaining relationship with Arts Council Wales/other funders where relevant

- Manage any volunteers in Wales, if relevant (e.g. translation volunteers)
- Compile quarterly reports for Board meetings and other reports as agreed from time to time
- Attend team and other meetings as necessary (in London or elsewhere in the UK or online)
- Adhere to Making Music values, policies and guidelines with regard to, e.g., data protection, health & safety, branding and marketing, privacy etc..
- Undertake other duties, as may be expected, from time to time, by line manager and Board of Directors

#### **Section 4: Person Specification**

Making Music is seeking to appoint a confident and dynamic individual with good organisational skills, a natural aptitude for communication with a wide range of people and an empathy with leisure-time music makers.

#### **Essential**

The post holder will:

- Have experience of dealing with customers or clients or members
- Have an understanding of leisure-time music groups and the sector/environment they operate in
- Demonstrate an understanding of Making Music and its services, objectives and membership
- Be able to represent Making Music appropriately and in a professional manner, in writing and in person
- Have the ability to communicate confidently and clearly, in person (including in public) and in writing, including experience of delivering presentations or training
- Have demonstrable experience in partnerships and stakeholder-relationship-building at a senior level
- Show themselves open, inclusive and in tune with wider debates about the arts, access and participation
- Have experience of programming, organising and delivering events
- Show evidence of self-motivation, initiative, accuracy and tact
- Have experience of working in a team and using the online environment for professional purposes
- Have experience of mid-scale project management, in culture or other relevant sector
- Be able to travel throughout Wales
- Have the ability to work remotely and have the necessary internet access
- Have basic Welsh language skills
- Have experience of using social media in a work-related context

#### **Desirable**

The post holder will:

- Have experience of the leisure-time music sector as a participant
- Have experience of working with members or a membership organization
- Have experience of campaigning, lobbying, advocacy work
- Have a knowledge of funding for the arts in Wales
- Have some experience of managing budgets and delivering against these
- Advanced Welsh language skills