

JOB DESCRIPTION

Marketing & Communications Officer

Section 1: Making Music

Making Music is the membership organisation for leisure-time music groups in the UK. We offer our 3,700+ members practical support and artistic opportunities, celebrate their achievements, speak on their behalf and encourage more people to take part in music. The key priorities of our current 5-year plan are to:

1. Help Making Music groups become stronger and better able to connect with new members and audiences
2. Stand up for and celebrate 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

Section 2: Employment details

Location: 8 Holyrood Street, London, SE1 2EL
Salary: £23,500 per year pro rata
Reports to: Marketing & Communications Director
Hours: Four days or 30 hours a week, can be worked flexibly by agreement with line manager. The post may require some working outside of these hours, for which time off in lieu will be given.

Section 3: Job purpose

The Marketing and Communications Officer is one of three roles in the marketing and communications team, supporting existing members and driving acquisition of new members, and is responsible for:

- Managing all social media channels, creating and scheduling content
- Writing and scheduling email communications
- Creating and editing website content
- Contributing to cross-channel marketing campaigns
- Creating digital assets and collateral
- Monitoring analytics and key metrics
- Supporting team with administration
- Attending marketing and other events as necessary

Section 4: Key responsibilities

Strategy

- Support the Marketing and Communications Director with the execution of the marketing strategy
- Work with marketing & communications and membership teams on research, recruitment, welcome and retention of members.
- Contribute to communications strategy, to members and non-members, about Making Music and the importance of leisure-time music-making for communities, including specific campaigning aims
- Develop content for and use of digital channels to increase engagement with and awareness of Making Music, using data and analytics to inform decisions
- Report against agreed marketing and engagement targets

Brand

- Contribute to establishing a strong and distinctive brand for Making Music
- Apply brand identity consistently, internally and externally
- Source, create or design engaging and brand consistent photography, imagery, video and collateral for multi-platform use

Communications

- Contribute to team work on goals, key messages, tone of voice, and appropriate channels for communications
- Lead on planning, creating and scheduling content for social media, co-ordinating with team on messaging and priorities
- Utilise social media to engage with members, grow networks, develop pr opportunities, and promote Making Music content and news to a wider audience
- Support social media volunteers and Area Managers in delivering regional social media content and strategy
- Build and send regular email communications to template, processing and segmenting data as required
- Write and create content for monthly e-newsletter, weekly member e-comms and corporate news in conjunction with Communications and Marketing Manager;
- Work with Communications and Marketing Manager on writing, editing, commissioning and creating digital content for multi-platform use
- Contribute to day-to-day management of the website; building and uploading new content, editing and updating existing content, addressing bug fixes with web developer.

Marketing

- Contribute to team work on goals, target markets and key messages
- Support on planning and delivery of cross-channel marketing for membership recruitment, corporate membership, instrument insurance, and fundraising schemes.
- Lead on digital marketing components of the above, as well as for events and projects, including paid social
- Manage and attend, with colleagues, marketing events (trade shows, festivals etc.)
- Oversee Google Ads delivery and impact on key marketing goals

Other

- Oversee delivery of corporate membership benefits
- Implement individual fundraising plans, working with Marketing & Communications Director
- Maintain media archive, researching and logging online and offline coverage
- Act as an ambassador for Making Music and its values at all times
- Contribute to Making Music and work with colleagues, Board and volunteers as required

Section 5: Person specification

This is a varied role for someone with some experience in communications and marketing, with creative ideas, the ability to source, create and promote written and visual content, and with great attention to detail, bringing these skills primarily to our digital channels. You'll need to be a self-starter, comfortable with a wide range of responsibilities, able to multi-task and an effective communicator with different audiences.

Essential skills and experience

- Ability to write well and clearly for different audiences and platforms
- Experience of managing social media channels (Facebook, Twitter, Instagram) for an organisation
- Experience of using a website Content Management System (eg Drupal)
- Experience of a CRM database eg CiviCRM
- Experience of using mass-emailing tools (e.g. CiviMail, MailChimp)
- Experience of digital marketing
- Excellent communication skills
- Excellent attention to detail
- Good organisation, time and priority management skills
- Ability to work independently and as part of a small team

Desirable skills and experience

- Experience of Adobe Creative Suite (Photoshop, InDesign, Acrobat, Premiere Pro) or equivalent
- An eye for good design and understanding of brand
- An understanding of the leisure-time music sector or experience participating in a leisure-time music group
- Photography/video skills and experience
- Understanding of Google Analytics and/or Adwords
- An understanding of html and SEO