



JOB DESCRIPTION

Marketing Manager

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, help them with artistic opportunities, 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: £29,000 per year, pro rata
Reports to: Communications Director
Hours: Three days (22.5 hrs) a week, 10am-5pm, with one hour for lunch, core hours; there is flexibility in how the additional hours could be worked across the week, to be negotiated 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 Manager is a key role within the marketing and communications team, responsible for:

- Developing and implementing Making Music's marketing strategy
- Designing marketing research as required
- Overseeing digital marketing activity
- Contributing to brand development and consistent application
- Leading on planning, design and delivery of printed marketing collateral
- Generating income for Making Music in line with its business plan and budgets
- Organising, co-ordinating, attending marketing and other events
- Working closely with the Communications Director and Marketing & Communications Officer

Section 4: Key responsibilities

Marketing Strategy

- Create, implement and monitor Making Music's marketing strategy in line with the organisation's business plan and income targets, working collaboratively with Communications Director and Marketing & Communications officer
- Demonstrate the value of marketing to the organisation through regular communication, meetings, briefings, etc.
- Develop and implement cross-channel marketing plans for
 - membership recruitment including lapsed members
 - interaction with wider musical community, both business and individuals
 - individual instrument insurance offering, meeting income targets.
 - corporate membership acquisition, meeting income targets.
 - marketing Making Music services to existing members
- Agree, monitor and report against Key Performance Indicators for all aspects of strategy
- Establish insight about members and wider musical community to inform organisational planning to achieve Making Music's mission and objectives; this may include defining the need for and design member and/or market research, and evaluating and disseminating research findings

Brand

- Contribute to establish/maintain core values, and brand identity and characteristics for a strong and distinctive brand for Making Music
- Ensure consistency of application, both internally and externally

Communications

- Contribute to content plan across all available platforms, including MM website, social media, etc.
- Support Communications Director and Marketing & Communications Officer with writing and editing content where appropriate

Media

- Contribute to strategic messages and content for PR/Media distribution
- Support development of rolling annual media plan

Printed Marketing Collateral

- Work with Marketing Manager to create annual plans for all printed materials
- Lead on development of printed marketing materials, including the Annual Report
- Support Communications Director with design and desktop publishing of Making Music publications including *Highnotes* (magazine 3 times a year) and *Selected Artists Guide* (annual)
- Support Communications Director with writing, commissioning and editing copy as needed
- Liaise with and manage relationship with advertising agency

Digital

- Ensure creation of engaging digital marketing interactions, establishing goals, target markets and key messages, working collaboratively
- Keep abreast of emerging digital marketing opportunities
- Lead on SEO strategy and implementation
- Oversee Google Ads delivery
- Oversee marketing email communications, delegating to the Marketing & Comms officer in delivery of these
- Contribute to the creation and scheduling of social media content, delegating to the Marketing & Comms officer in delivery of these
- With Marketing & Communications Officer, mainly responsible for implementing updates and editing website content (overseen by the Communications Director).

- Work with the Membership and Operations Director and Membership Services Manager to create content for members' resources pages on marketing topics
- Support the Communications Director with the delivery of a new website in 2021

Income Generation

- Work with the membership team on research and acquisition of members
- Lead on corporate membership acquisition and retention
- Lead on marketing for instrument insurance offer and ensure income targets met
- Achieve income targets as outlined in business plan
- Create an advertising strategy to support income generation, and monitor its effectiveness

Other

- Oversee Making Music's presence at marketing events (trade shows, festivals etc.)
- Act as an ambassador for Making Music and its core values at all times
- With colleagues, plan, set up and attend marketing events (trade shows, festivals etc.)
- Contribute to Making Music and work with colleagues, Board and volunteers as required

Section 5: Person Specification

This role is for someone with experience in marketing who is ready to take on a role with greater responsibility and strategic input, with additional strong skills in design and desktop publishing of marketing and communications collateral.

Essential skills and experience

- Writing and implementing marketing plans
- Customer acquisition in a variety of contexts
- Digital marketing
- Social media marketing
- Ability to write engagingly for different audiences
- Brand management
- Experience of organising/coordinating an exhibitor stall at corporate events
- Excellent communication skills
- Excellent prioritising skills
- Excellent attention to detail
- Good time management skills including the ability to keep more than one project in operation at any one time
- Ability to work independently and as part of a small team
- Good research skills

Desirable skills and experience

- Experience of using a web-based Content Management System
- Experience of using InDesign and Adobe Photoshop in a professional capacity
- Experience of customer acquisition in a membership organisation
- Experience of working with a media sales agency or of managing/coordinating advertising bookings for a publication
- An understanding of the leisure-time music sector or experience participating in a leisure-time music group
- Experience of managing a budget