

JOB DESCRIPTION

Marketing & Communications Assistant

Section 1: Making Music

Making Music is the membership organisation for leisure-time music groups in the UK. We offer our 3,600+ members practical support and artistic opportunities, celebrate their achievements, speak on their behalf and encourage more people to take part in music. The priorities of our current five-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

This post is a fixed-term contract of 3 days/22.5 hrs per week for seven months.

Location:	8 Holyrood Street, London, SE1 2EL (could be partly from home)
Salary:	£21,157.50 per annum (pro rata – this is at London Living Wage)
Reports to:	Communications Director
Hours:	Three days/22.5 hours a week, can be worked flexibly by agreement with line manager. If there is work outside of these hours, time off in lieu will be given.

Section 3: Job purpose

The Marketing & Communications Assistant is a new and temporary post in our marketing and communications team of three, to assist the team until our new website launches in 2022. You'll be working closely with all of them, but in particular with the Marketing & Communications Officer. The marketing and communications team has two main purposes: to support, promote and celebrate our existing members (leisure-time music groups), and to help Making Music recruit more members. The team also plays an important role when we campaign or support campaigns.

The Marketing & Communications Assistant will be:

- Supporting the team with creating and scheduling content for Making Music social media
- Helping to build and schedule emails (broadcast emails to the whole membership, e.g.)
- Updating and editing website content
- Helping to write marketing copy for our partner organisation's publications (newsletters)
- Supporting the team with day-to-day administration
- Helping to deliver marketing campaigns
- Assisting with moving content from the old to the new website
- Helping with any admin for the new website, for example for people doing user testing

Section 4: Key responsibilities

Communications

- Write copy, and edit copy from colleagues, making sure that the tone of voice is right for Making Music and is appropriate to the chosen communication channel, e.g. news item, social media post, copy for partner organisation newsletters
- Build and send regular email communications, including processing data for specific groups of recipients

- Support the Marketing and Communications Officer with planning, creating and scheduling content for social media, for the purpose of engaging with members, growing our networks, and promoting Making Music content and news to a wider audience
- Assist the team with day-to-day building and uploading of new content, editing and updating existing content on the current website

Marketing

- Support the Marketing Manager and Marketing & Communications Officer with delivering marketing campaigns in many ways (social media, adverts, etc.). Our marketing focusses on recruiting more members, encouraging members to take up the services we offer, promoting corporate membership and sometimes also on fundraising. Your work in marketing might include writing copy and editing, sourcing images (photos or graphics), social media posts, admin and other tasks as necessary

New website

- Help to move content from our old website to the new website, including organising and re-labelling files and folders in preparation, and data entry
- Assist with admin and management of user testing for the new website
- Help with new website admin tasks as necessary

Brand

- Learn about our brand – how we like to look and speak – and apply it consistently in our communications, e.g. social media posts or emails you write
- Help us find interesting photography, images, video which is consistent with our brand for our many communication channels

Other

- Contribute to Making Music and work with colleagues as required

Section 5: Person specification

This is a new, junior role for someone looking to start in communications and marketing for an organisation. You'll need to have some experience of managing social media channels, either for an organisation (as employee or as volunteer) or for yourself.

We are looking for someone who is good at writing and editing copy and understands how to communicate differently with different people and audiences.

You need to have very good attention to detail.

This is a small and busy team, so we would expect you to take responsibility for the work you are given and organise your time to make it happen. And to be able to work on several things at once!

Essential skills and experience – we need you to talk about these in your application

- Ability to write well and clearly for different audiences and platforms (e.g. social media)
- Experience of managing social media channels (e.g. Facebook, Twitter, Instagram, LinkedIn, Youtube) for an organisation (as employee or volunteer) or for yourself/friend
- Excellent communication skills
- Excellent attention to detail
- Good at organising yourself, managing your time and prioritising
- Ability to work independently and as part of a small team

Desirable skills and experience – these are not crucial, but do tell us if you have any of these

- Experience of using a website Content Management System (eg Drupal)
- Experience of using mass-emailing tools (e.g. CiviMail, MailChimp)
- Experience of data entry/management
- Experience of Adobe Creative Suite (Photoshop, InDesign, Acrobat) or similar
- An understanding of/experience taking part in leisure-time music groups
- Photography/video skills/experience