

21st May 2020



INFLUENCING
SUPPORTING &
CONNECTING

Freelance Comms and Marketing Consultant Advisor

Role	To provide strategic support on Comms and Marketing to the CEO and staff team at Music Mark whilst the Comms and Marketing Manager is on maternity leave.
Period of engagement:	1/9/20 to 31/3/21
Fee available	£4,200 plus reasonable travel expenses
Estimated No. Days	In the region of 12 to 14 days
Location	Working at home, with regular online and/or face to face meetings with the Music Mark team (face-to-face likely to be at Music Mark office - 3 rd Floor, 8 Holyrood Street, London SE1 2EL)

Introduction:

The UK Association for Music Education – Music Mark is a Membership organisation for the Music Education sector. We provide our Members and Corporate Partners with support, connect them with each other through training and events, and work hard to influence policy makers on their behalf.

Our vision is for excellent musical learning in and out of school, for all children and young people, which inspires and enriches their lives. We plan to achieve that as a company and registered charity through our mission – supporting, connecting and influencing in pursuit of a high quality, diverse, inclusive music education for all children and young people.

Our recent strategy identified 8 key themes for our work going forward:

1. Membership
2. Influencing and informing policy and practice
3. Professional development
4. Schools
5. UK
6. Music Education in England
7. Governance
8. Financial resilience

3rd Floor, 8 Holyrood Street, London, SE1 2EL
www.musicmark.org.uk

The UK Association for Music Education – Music Mark | A charitable company limited by guarantee | Charity No.: 1118542
Registered address as above | Registered in England and Wales 6134823 | VAT Reg No.: 837 1560 24

Role Brief:

Music Mark's Comms and Marketing (C&M) Manager is about to go on Maternity Leave (est. for end of September 2020), and the Board and CEO have developed a plan for the cover of her role whilst she is on leave. This plan includes promoting the Finance and Admin Assistant to carry out much of the day-to-day work of the C&M Manager (re-titled to being the Comms and Marketing Officer, but maintaining some specific Finance and Admin tasks during this period); appointing an intern or freelance administrator (depending on whether Music Mark can safely reopen its London office); and engaging a freelance Comms and Marketing (C&M) Consultant.

The freelance C&M Consultant will provide strategic advice and support to the Music Mark team, to ensure the ongoing delivery of clear comms and marketing to the Membership and the wider sector.

The following specific areas have been identified as being the focus of the Consultant's role:

- Advising the CEO and Comms and Marketing Officer on any adaptation to the strategy and planning for comms, social media and advocacy (pre-prepared by the Comms and Marketing Manager) to ensure it remains relevant
- Reviewing the social media schedule on a monthly basis with the Comms and Marketing Officer and CEO
- Managing any complex comms enquiries, passed to them by the Comms and Marketing Officer, in consultation with the CEO
- Campaign development in consultation with the CEO

Regular discussion with the CEO and C&M Officer will help to best use the limited consultancy time available to Music Mark through this appointment.

Please note that whilst the contract is based on approximately 2 days per month for seven months, it is likely that there may be a slight increase in workload in September, October and November to facilitate a handover period and subsequent work on the lead up to the Music Mark Annual Conference in late November. It will be up to the consultant however to manage their time to ensure that there is sufficient time available throughout the entire period of the contract.

This post is being advertised to help cover maternity leave. A review will be carried out to ascertain whether an extension of the contract will be offered if the member of staff chooses to remain on maternity leave beyond the anticipated 6 months currently planned.

How to apply:

Please send a CV and covering letter to bridget.whyte@musicmark.org.uk explaining the skills you can bring to this role to provide the consultancy work required.

Closing Date: Monday 8th June 2020 at 5pm

Interviews: Will be held virtually using Zoom ideally on Thursday 11th June 2020 (depending on availability)

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