



# Communications and Marketing Manager

## Job Description

### Aim of the Role

To develop and manage an integrated communications strategy which ensures the appropriate level of visibility and recognition for the Music Mark brand and messaging to members and the wider sector on all appropriate platforms.

### This role will include:

- Ongoing development and delivery of a clear communications strategy that incorporates a range of internal and external communications, including printed materials and new media channels, that has a clear plan of professional messaging around the purpose and intent of Music Mark.
- Creation and distribution of the weekly, monthly and termly member Bulletins and Newsletters with support from the Finance & Admin Assistant
- Managing all website content, visitor engagement & optimization, including overseeing or working in partnership on other websites as appropriate, with support from the Finance & Admin Assistant.
- Management of the Music Mark's social media channels.
- Identifying and managing press and PR opportunities and responses as appropriate to raise the profile and importance of Music Mark across the sector and more widely.
- Providing responses to sector news stories and key reports on behalf of Music Mark
- Lobbying/campaign planning and delivery in partnership with the CEO
- Reporting as required on communications and marketing activity for internal and external use.
- Manage, in partnership with the Membership & Events Manager, the relationship with Music Mark Corporate Partners including exhibitor bookings for Music Mark events, including the Annual Conference
- Provide PR & Communications support to the Music Mark membership as required.
- Monitoring the use of the Music Mark brand to ensure a standard, easily recognised look for Music Mark publications, online communications etc, including supporting members with branding where appropriate.
- Deputise for the CEO/represent Music Mark at meetings and events as required



## **Person Specification**

### **Necessary**

- At least 3 years' experience working in a Communications and/or Marketing role within education or the arts.
- Proven track record in development and delivery of successful communications plans, digital strategies and/or marketing plans to improve reach and impact.
- An understanding and ability to articulate the value of music education within a wider, often changing, education context.
- An understanding of the role of music education in improving learning and personal outcomes for all children and young people in and out of schools.
- Strong copywriting skills and excellent written and verbal communication.
- Ability to work effectively on own initiative and flexibly as part of a small team.
- Attention to detail and excellent organisational skills, with the ability to prioritise, multitask and work well under pressure.
- Ability to respond to challenge positively and with good humour.
- Intuitive and imaginative in finding solutions.
- Experience of software packages (Microsoft Office, MailChimp, Wufoo, WordPress and databases) and an ability to learn new systems quickly.

### **Desirable**

- Specific qualification(s) and/or training in communications and/or marketing.
- Understanding of the broader education landscape and where music sits within that.
- Experience in or knowledge of search engine optimisation.

## **Terms of Employment**

This post is a permanent, full-time role, subject to a six-month probationary period.

**Hours of work:** 35 hours per week – with occasional evening and weekend work

**Salary:** £27,000 to £29,000 per annum depending on experience and paid monthly in arrears

**Holidays:** 25 days plus statutory holidays and office closure over Christmas and New Year

**Location:** Music Mark offices, 3<sup>rd</sup> Floor, 8 Holyrood Street, London SE1 2EL

**Responsible to:** Bridget Whyte, Chief Executive



## **How to apply**

Please complete the application form provided and write a statement (not longer than 2 pages of A4). Your supporting statement should explain why you are interested in this role and how your knowledge and skills will be an asset to Music Mark in the ongoing delivery and development of membership services and wider stakeholder engagement.

Please **submit** your completed application form, supporting statement and (voluntary) equal opportunities form by email to [bridget.whyte@musicmark.org.uk](mailto:bridget.whyte@musicmark.org.uk)

**Closing Date:** Monday 11<sup>th</sup> October 2019 at 4pm

**Interviews:** 21<sup>st</sup> October 2019 – taking place at our London Bridge offices

Music Mark is an equal opportunities employer, determined to ensure that no applicant or employee receives less favourable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable.