

Communications Manager part time – maternity cover

0.2 FTE

£24K pro rata

Fixed term contract: 21 April 2021 – 21 April 2022 (with a handover day / s before 15 April)

National contemporary music producer, and Arts Council NPO, with a reputation for distinctive events in range of settings, seeks part time communications manager in our 20th anniversary year. Suitable candidates will be highly skilled, bringing insight and expertise to enrich our systems, strategies and public facing content, with 5 years in a similar role.

Our work: Sound UK brings music creators and the public together to experience extraordinary music nationwide.

We have a strong track record in delivering high quality, distinctive projects in any setting - from villages to major cities, beaches to online. Since 2001 we've given c165,000 people from Cornwall to Hull the opportunity to experience exceptional new music. We have supported over 200 of the world's most original music creators of all genres through 80 acclaimed national projects.

Our projects bring excellent music to diverse audiences and can also explore wider issues, such as the environment and mental health.

2021 is an important year for Sound UK. We celebrate 20 years of extraordinary music. It's the first year of an exciting new artist development programme Sound Generator. We will also deliver major new commissions, on and offline, plus outreach to inspire and engage people across the country.

Alongside our new programme initiatives, we will implement new digital and fundraising strategies to develop the organisation in an exciting new way as we enter our third, exciting decade.

Find out more at: www.sounduk.net . See appendix 1 for 2021/2 project calendar during the contract.

The charity: We're a small, friendly team; the Communications manager will join co-Directors Polly Eldridge and Maija Handover. We're based in Bristol and East Sussex, working remotely from home offices on activity across the country. A registered charity, Sound UK is governed by a board of trustees including leading figures from across finance, creative, digital and consultancy. We have Arts Council England National Portfolio status (2012 – 2023) and a key objective for 2021/2 is to increase our funding portfolio.

The role:

This is a key role which requires a passionate and experienced communications professional to:

- Promote our work and its impact
- Market our events and services
- Develop and implement strategies to deliver the above

The communications are key to the charity in general and its work, supporting the delivery of Sound UK's artistic programme as well as the business plan, income generation and fundraising.

For our artistic programme Sound UK provides venues and partners with project briefings, marketing materials, and helps design and monitor local marketing activity to meet sales targets and develop audiences. We deliver limited national marketing activity including advertising.

2021 is a key year for delivering more strategic and enhanced communications to increase the charity's profile and support overall.

Responsibilities include:

- Implementing and enhancing Sound UK's overarching marketing and comms strategy in line with organisational goals as well as commitments to funders and stakeholders, including periodic reviews of and reporting on KPIs, targets and objectives
- Developing and leading the execution of digital and print promotional campaigns in support of projects (in partnership with promoters / venues) and services – including the creation of key assets and marketing packs
- Managing and developing Sound UK's website, including liaising with agencies to maintain and enhance if required, content from others and optimising user journeys according to marketing objectives, including:
 - o Main website: www.sounduk.net
 - o Project website: asongforus.org and TBCsonicjourneys.co.uk
- Devising a rich digital and social media strategy, delivering, steering and monitoring campaigns in partnership with venues/promoters to ensure growth and engagement across all platforms.
- Writing or overseeing copy creation for promotional and marketing (digital, print) assets as well as comms messaging – including local press releases – for campaigns targeted to particular audiences.
- Collating, analysing, interpreting and reporting on data including digital marketing analytics to inform marketing and comms strategies, content, messaging, campaigns.

- Enhancing marketing systems and processes, automating activities where possible.
- Building trusted relationships with freelancers and agencies, including creating and managing briefs and supervising delivery to milestones.
- Local press campaigns where required.
- Occasional attendance at events.

You:

The successful candidate will have the following **essential** knowledge, skills and experience. Ideally working within the arts and cultural sector.

1. Minimum 3 but ideally up to 5 years in a manager-level marketing comms role
2. Experience in planning, delivering and evaluating communications, marketing and strategic campaigns across digital and print channels
3. Experience leading design and production processes for digital and print collateral, including developing and managing briefs, contracts, agencies and freelancers
4. Experience with website content management systems
5. Understanding of SEO strategies, social media, direct marketing (delivered by venues/partners) and content development best practices
6. Excellent copy writing/content creation as well as general written, presentational and IT skills
7. Strong communication and interpersonal skills including the ability to build relationships across teams and engage a wide range of stakeholders at various levels (eg audiences, artists, venues)
8. Ability to work independently (from your own home / office), under pressure, within tight budgets and deadlines
9. Ability to adapt flexibly and responsively to changing circumstances

The following are **desirable** and will strengthen your application:

1. Knowledge of contemporary music scene
2. Experience using or knowledge of CRM systems (we don't have one but plan to get one in 2021) to monitor and optimise support across stakeholders

3. Knowledge or experience of fundraising
4. Knowledge or experience of local press campaigns

Application process:

Please send the following to maiija@sounduk.net

A CV containing only relevant skills and experience, over no more than 2 pages*

A covering letter addressing the essential and desirable skills and experience set out in this job description, over no more than 1 page (500 words)

An example of a marketing campaign you were responsible for producing in the past 18 months, provided as an attachment pdf

*Please note, because we are seeking strong communicators with good copy skills, we will be taking the presentation of applicants' CVs and covering letters into account when shortlisting for this position

The application timeline is as follows:

- Wed 3 March at 10am, deadline for applications
- Weds 10 March – notification of shortlisted applicants
- Mon 15 March – between 10am and 1pm, a first (short, 30 minutes) online interview for up to 6 Candidates
- Weds 18 March (between 10am and 1pm) – a second (up to 60 minutes) online interview for up to 3 candidates
- Monday 22 March – appointment of successful candidate

EQUALITY AND DIVERSITY STATEMENT

Sound UK is committed to making our organisation and work accessible to all. We support applicants facing barriers to apply. If you have any access requirements, require the application form in an alternative format, or need support putting in an application, please contact us maiija@sounduk.net / 07939 568053 and tell us what you need to apply.

APPENDIX 1: 2021/2 ACTIVITY INCLUDES:

A Song for Us – nationwide project celebrating community through music to mark the pandemic. Commissioned County songs by 5 artists premiere on 23 March available on [asongforum.org](https://www.asongforum.org) for 12 months.

Fundraising for additional 10 new commissioned county songs to premiere monthly from June 2021 – March 2023. Public encouraged to upload favourite and original tracks to mark this time.

Sound Generator – R&D programme for six early career artists, April to Sep 2021. Up to two ideas to be fully realised as projects before March 2022.

Broadside Ballads – album release & tour (subject to funding) tbc – October 2021. Exciting new release of Sound UK commission reinventing broadside ballads by leading folk artists Lisa Knapp, Nathaniel Mann and Marry Waterson.

What She Said? – September 2021 - five date tour by eight piece band led by five female artists. New work and arrangements of female composers. Workshops for music students.

Ice Music – November 2021 - three date tour of Norwegian percussionist and composer Terje Isungset on his ice instruments with musicians representing the people who have had a tradition of living with and in nature/winter for generations with respect to nature. Includes Sami, Inuit and Tuvan singers.