

Job Description – Co-Marketing Manager

Salary range: £21,000 - £25,000 pro rata (dependent on skills and experience)

Hours: minimum 21 hrs per week (negotiable) ideally Wednesday - Fridays

Office Base: 2 New Street, Warwick CV34 4RX (some flexible working arrangements negotiable)

Critically acclaimed choir and instrumental ensemble Armonico Consort entertains audiences across the country with its high-quality concerts, outstanding recordings and innovative projects. Central to Armonico Consort is its education programme, AC Academy, which reaches thousands of children a year across the UK through its in-school Choir Creation Scheme and after school AC Academy Choirs in partnership with music hubs nationwide and in collaboration with venues such as the Royal Albert Hall.

We now require a Co-Marketing Manager to work closely with our current Marketing Manager, to co-ordinate marketing activity for our concerts and for our AC Academy education programme. You will work with our venue and festival partners, seeking out new marketing opportunities for the group's classical music work, as well as helping to promote and build on the success of our AC Academy education projects and others. Based on an established marketing framework, we need someone to help us bring our work to even more people, in support of us reaching the community and audiences and bringing the joy of music to people across the world. We are happy to consider all types of marketing experience in recruiting this role.

The ideal applicant will be an imaginative and confident person with an instinctive feel for marketing, preferably with a strong interest in classical music promotion and audience development. Ideally, they will also have experience, or be ready to develop their knowledge, of marketing education projects and attracting participants and audiences to such projects. They will know what it takes to develop successful campaigns, creating and commissioning excellent marketing material and managing promotional activity from idea to print. They will be capable of developing robust relationships with partners and pro-active in developing new relationships which will benefit the organisation's profile and bring new opportunities. They will also be comfortable with taking an entrepreneurial approach to marketing within a charitable environment, to maximize the returns which can be reinvested in our charitable activities. They will be able to take full advantage of the opportunities offered by electronic communications and social media, and be ready to take control of and develop Armonico Consort's already established online presence. Direct knowledge of the classical music environment and an appreciation of music would be a distinct advantage, as would some knowledge of education or of work with young people.

Key Responsibilities:

- Working closely with our Marketing Manager to assist with planning and prioritising overall marketing strategy for the Consort choir and orchestra and for AC Academy
- Planning, undertaking, and evaluating marketing and PR activity for both concert and education activity
- Ensuring the Armonico Consort and AC Academy brands remain coherent
- Developing and monitoring marketing budgets
- Producing marketing material and content for a range of media, including website, e-shots, brochures and sales letters
- Maintaining links with promoters and venues to ensure that they have the marketing materials they need
- Creating briefs for marketing collateral and liaising with designers
- Managing print requirements and arranging distribution
- Updating and maintaining the Consort's and AC Academy's websites
- Managing and developing the Consort's and AC Academy's social media accounts (Facebook, twitter, Instagram, YouTube)
- Managing relationships with volunteers

PERSON SPECIFICATION

| <i>Skills and Experience</i> | <i>Essential / Desirable</i> | <i>How assessed</i> |
|--|------------------------------|---------------------|
| <ul style="list-style-type: none">• Educated to degree level or demonstrating equivalent relevant professional qualifications | Desirable | CV |
| <ul style="list-style-type: none">• Some experience in a marketing and promotions environment or in a related role (through work, volunteering, placement experience or similar) | Essential | CV |

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|--|-----------|---------------|
| <ul style="list-style-type: none"> Knowledge of the classical music and/or arts education environment, and what marketing approaches work in that environment | Desirable | CV |
| <ul style="list-style-type: none"> Marketing of projects from origination to evaluation | Essential | CV, Interview |
| <ul style="list-style-type: none"> Experience of branding development | Desirable | CV |
| <ul style="list-style-type: none"> Excellent copywriting ability | Essential | CV, Interview |
| <ul style="list-style-type: none"> An eye for design and attention to detail | Essential | CV, Interview |
| <ul style="list-style-type: none"> Knowledge of how to use a variety of marketing approaches (including e-marketing) to generate sales | Essential | CV, Interview |
| <ul style="list-style-type: none"> Good IT skills, including Microsoft Office | Essential | CV |
| <ul style="list-style-type: none"> Some experience using design software to create effective marketing collateral, e.g. Adobe Creative Cloud | Desirable | CV |
| <ul style="list-style-type: none"> Volunteer management experience | Desirable | CV |

| <i>Knowledge</i> | <i>Essential / Desirable</i> | <i>How assessed</i> |
|---|------------------------------|---------------------|
| <ul style="list-style-type: none"> Understanding of the arts and of specific marketing approaches which appeal to audiences, preferably in a classical music context | Desirable | Interview |
| <ul style="list-style-type: none"> Understanding of the methods to use in building participation in, and audiences for, children's performing arts activities | Desirable | Interview |
| <ul style="list-style-type: none"> Knowledge of audience development tools | Desirable | CV, Interview |
| <ul style="list-style-type: none"> Understanding of the importance of social media activity and how to create engaging content | Essential | CV, Interview |
| <ul style="list-style-type: none"> Knowledge of market research practice and how to use information to inform marketing | Desirable | CV, Interview |
| <ul style="list-style-type: none"> Understanding of the key elements of a marketing budget and how to manage it | Essential | CV, Interview |
| <ul style="list-style-type: none"> Understanding of safeguarding in the context of marketing our education activity | Essential | Interview |

| <i>Personal Characteristics</i> | <i>Essential / Desirable</i> | <i>How assessed</i> |
|--|------------------------------|---------------------|
| <ul style="list-style-type: none"> Exceptional written and verbal communication | Essential | Interview |
| <ul style="list-style-type: none"> Interest in the arts and classical music | Essential | Interview |
| <ul style="list-style-type: none"> Strong sense of focus on the needs and interests of the audience | Essential | Interview |
| <ul style="list-style-type: none"> Ability to work in a fast paced environment and to prioritise set tasks, adhering to time pressure/deadlines | Essential | |
| <ul style="list-style-type: none"> An eye for design | Essential | Interview |
| <ul style="list-style-type: none"> Willingness to work unsociable hours on occasion in support of concerts and other events | Essential | Interview |
| <ul style="list-style-type: none"> Self-starter, capable of working within a small team and largely on own initiative | Essential | Interview |

Applications by CV and covering letter (maximum 2 pages A4) to Jen Cuthbertson, Sales & Marketing Manager jcuthbertson@armonico.org.uk

Closing date: **11:59pm Friday 17th December**, initial interviews early January 2022.