

Sound and Music

Job Description

Title of Post:	Communications Coordinator
Contract & hours:	Permanent contract, full time (37.5 hours)
Pay:	£25,000- £27,500 pro rata, depending on experience
Location:	London (but postholder can work remotely from anywhere in the UK)
Reporting to:	Head of Digital and Audience Engagement
Application deadline:	23:59 24 th March
Interviews:	4 th and 5 th April via Zoom

Created: February 2023

1. General Information

This is an essential role within the organisation working across all areas of activity and a range of colleagues to support the successful and impactful delivery of our communications, growing and engage our beneficiaries and audiences via digital platforms, social media, e-communications and direct marketing.

You will have the skills to both maximise materials provided by others and create new compelling copy, digital content, promotional collateral and marketing materials that reach the new music community and beyond.

As a multifaceted role, this post requires an individual to provide timely and effective support for a variety of outputs and will require a highly organised, nimble, intuitive and creative approach to daily tasks alongside an ability to prioritise and adapt quickly to differing communications styles and methods.

You will be a confident, passionate and clear communicator, with the ability to develop and maintain internal and external relationships including with composers and music creators, be excited and energised by the digital sphere and able to create compelling stories which not only 'cut through the noise' but grab public and media attention.

Sound and Music has moved to a hybrid model with a mix of in person and remote working, so we welcome applications from anywhere in the UK although postholders will be expected to come to London regularly (TBC monthly) for in-person meetings with colleagues in our offices at Oxford House, Bethnal Green.

The post holder will support Sound and Music's commitment to equality, diversity, and inclusion, contributing to a culture of respect and collaboration in the organisation's internal and external activities.

First round interviews will take place 4th and 5th April on Zoom and a smaller number of candidates will be seen for a second round on the 12th and 13th April, taking place on Zoom.

2. About Sound and Music

Sound and Music is the national charity for new music. Our vision is to create a world where new music and sound prospers, transforming lives, challenging expectations and celebrating the work of its creators. Our mission is to maximise the opportunities for people of all ages to create and enjoy new music.

The creative programme for Sound and Music makes a unique and distinctive contribution to the arts in the UK. We are a National Portfolio Organisation of Arts Council England.

Sound and Music is an equal opportunities employer. We are committed to making recruitment and employment at Sound and Music inclusive and accessible. We particularly welcome applications from backgrounds that experience racism, and/or who are disabled or neurodiverse, or from lower socio-economic backgrounds, to whom we will offer an interview if you meet the essential criteria for the role (see section 5).

- www.soundandmusic.org
- www.thesampler.org
- www.britishmusiccollection.org.uk
- www.minuteoflistening.org
- <https://listenimaginecompose.com/>
- <https://gocompose.soundandmusic.org/>

3. Key Responsibilities

General

- Support the Head of Digital and Audience Engagement in delivering strategic communications campaigns and outputs
- Support with the development and implementation of Sound and Music's Brand and Tone of Voice guidelines both internally and externally
- Support ongoing improvements and developments of digital platforms, websites and outputs

Internal communications

- Coordinate all externally facing communications, using internal planning tools to aid colleagues, improve processes, maximise impact and avoid clashes
- Coordinate weekly 'social drop-in' sessions, creating a dynamic space for all members of the team to engage with communications plans, collaborate and problem-solve
- Support the team in developing effective, innovative, and narrative driven communications, digital assets and marketing activity
- Coordinate paid social advertising, working with colleagues to identify targets, assessing performances based on data (impressions, engagement, traffic), responding accordingly to insight and reporting on impact

External communications

- Coordinate timely announcements across our web platforms, gathering content from across the organisation and beneficiaries, creating branded assets and ensuring correct crediting
- Coordinate multiple e-communications, newsletters and targeted e-bulletin, collating content and creating effective copy to grow and engage specific subscribers
- Coordinate and develop all social media platforms, including collating, creating and scheduling content, to diversifying and increase engagement and amplifying our activity

Income Generation

- Support the coordination and development of internal advertising opportunities including on The Sampler, responding to enquiries and managing requirements
- Support plans to generate income online, including embedding our charitable messaging and promoting specific giving campaigns, working with colleagues to draft messaging and coordinating content across channels

Reporting

- Produce regular quarterly reporting relating to digital outputs, using KPIs to measure success alongside social media and Google Analytics
- Produce ad-hoc reporting on specific, targeted, campaigns and activity as required, suggesting improvements and interventions to enhance impact

Media

- Develop our press, media and publication networks and database, nurturing new relationships and increasing the visibility and reach of our activity
- Coordinate press releases and strategic announcements to secure effective media coverage nationally

Common responsibilities for all Sound and Music employees

- Be a creative contributor to the development of the organisation and its relationship to the sector
- Take a flexible approach to work and to be willing to undertake other duties as reasonably requested
- Be an active and positive advocate for Sound and Music on a day-to-day basis and at events (as required)
- Contribute to the organisation's understanding of equality, diversity and inclusion; its implications for the arts; and how it informs all the organisation's decision-making
- Ensure adherence (at all levels) to the organisation's required policies and procedures with particular reference to Employment Rights, Equal Opportunities, Data Protection and Privacy, and Health and Safety and other statutory requirements
- Lead by example by exemplifying the values of the organisation and adopting quality internal processes which adhere to agreed procedures and are compliant with good governance as set by the Board
- Feel ownership of the website and take responsibility for generating and servicing content where it relates to your area of work
- Provide excellent customer service in dealings with the public and Sound and Music's community
- Work in the best interests of artists, arts organisations and audiences throughout the country

4. Special conditions of the post

- Support and attendance at Sound and Music's Summer School, a 7-day residential course held in early August (time off in lieu is taken afterwards)
- Travel within the UK, as required by the role
- Evening and weekend working to attend and network at events will be required (time off in lieu is taken afterwards)

5. Selection Criteria

Applicants will be shortlisted and selected for interview on the basis of the following essential criteria.

1. Experience of digital communications, including coordinating and creating effective and highly engaging copy, collateral (e.g Adobe software) and campaigns for differing online audiences
2. Experience of web platforms (e.g. WordPress), developing and delivering content, ensuring consistency across a wide variety of activities
3. Experience of using a wide range of social media, utilising these platforms effectively and engaging with diverse audiences
4. Experience of e-communications methods and newsletters, scheduling tools and data-driven analysis (e.g Google Analytics)
5. Excellent written and verbal communication skills
6. Excellent organisational skills and ability to prioritise
7. Excellent visual literacy, meticulous eye for detail and accuracy
8. Ability to use your own initiative and work independently, as well as work collaboratively as part of a team
9. Demonstrable commitment to equality, diversity and inclusion
10. Demonstrable commitment to Sound and Music's mission

Your application will be scored against these criteria and the highest scoring applications will be invited to an interview. However, we recognise that many people have faced barriers to opportunity and experience due to racism, being disabled and/or neurodiverse or for socio-economic reasons.

If this applies to you then there is a voluntary question in the application form for you to disclose this information, and if you meet the essential criteria then you will be invited to an interview.

The selection panel will not see your personal details unless you are invited to an interview.

6. How to apply

[Please apply by completing this application form](#)

There are no word count limits but please try to be as concise as possible.

Please let us know if you would like to submit your application in another format.

7. Timeline, interview process and panelists

Please check Sound and Music's website for the most up to date information about timings.

23:59 24th March
Friday 31st March
4th and 5th April
12th and 13th April

Deadline for applications
Applicants will hear whether invited for interview
First round interviews
Second round interviews

Interviews will be on Zoom with Victoria Johnson-Henckel, Head of Digital and Audience Engagement and Sonia Stevenson, Head of Music Patron (first round) and Alex Wright, Head of Development (second round).

If you have questions about the role or the process, please contact Wendy Attewell, Sound and Music's HR consultant, on wendy.attewell@soundandmusic.org

All applications will be treated in the strictest confidence.