

Trust Music Communications and Marketing Lead

Role Description

Role Title:	Communications and Marketing Lead
Responsible to:	Trust Music Board of Trustees, (Line Manager/ Contract Manager to be confirmed.)
Responsible for:	N/A
Location:	Home-based with occasional attendance at Trust Music Studio Unit 28, Market Place Shopping Centre, Bolton, BL1 2AL
Contract:	<ul style="list-style-type: none"> • Status: either a Part-time employed post; 18.5 hours per week (0.5 Full Time Equivalent) OR a self-employed freelance role for 2.5 days per week (£100 day rate), worked flexibly to serve the needs of the role • Duration: a fixed term contract of one calendar year from the date of commencement • Salary if employed: £23000 per annum pro rata (£11500 per annum, paid monthly in arrears or monthly fee • Holiday entitlement (if employed): 28 days per annum. pro rata (11.2 days per annum, taken in agreement with line manager) • Sick pay (if employed): Statutory Sick Pay
Main purpose of the role:	<ul style="list-style-type: none"> • To significantly raise the profile of Trust Music and its work amongst the general public to grow the range and number of the charity's supporters, through pro-active communications, promotion and marketing of current and future activities via digital, electronic and printed means.
Main tasks deliverables:	<ul style="list-style-type: none"> • Work with Trustees, to communicate the organisation's values and culture for external and internal audiences, including key stakeholders • Adopt Trust Music's tone of voice in all communications • Promote and publicise the charity's activities, events and fundraising campaigns, with a particular aim of developing and increasing the numbers of Trust Music supporters ("friends", "alumni" and "volunteers") • Create engaging, creative, relevant content across traditional and digital marketing channels • Develop and maintain the charity's website content management system with regular news updates, blogs, and events • Produce photographic, video and written materials for publishing across the charity's digital and social media channels through Facebook, Twitter, Instagram and the website, ensuring consistency of brand, and on message • Use social media advertising tools to reach targeted audiences • Organise, build and manage a database of Trust Music supporters through our CRM programme, and maintain regular communications with them to increase engagement and participation • Monitor market trends in the sector, in order to ensure that we remain relevant and abreast of audience behaviour, and needs • Use analytics tools to report back on the success of marketing campaigns • Produce press releases and other media materials to support initiatives, and to organise photo calls, events and press launches where appropriate <p>NB This is not an exhaustive list of responsibilities and the post holder, if employed, will be expected to undertake other duties within the remit of the</p>

	job and appropriate to their level of seniority as requested by the line manager.
--	---

Person specification

The following criteria are **essential** for this post. You must demonstrate evidence in your application as to how you meet all of these. If you do not, your application may not be considered for shortlisting.

Essential qualifications, skills, qualities and experience	<ul style="list-style-type: none"> • Educated to degree level or equivalent • Fluent and articulate in oral and written English • Excellent knowledge of English grammar and a conscientious proof reader • Able to communicate effectively and persuasively to and with a diverse range of people • Ability to communicate sensitively with people of differing viewpoints • Proven successful experience in delivering communication and marketing services of high quality and impact • Excellent ICT skills especially in the use of a range of software - website/databases/administrative/office • Substantial experience of using a range of social media channels to promote activities, events and respond proactively to messages • Experience of using CRM software and data management • Experience of using email marketing tools e.g. Mailchimp • Enthusiastic and self-motivated • Committed to the work and values of the charitable sector • Committed to equal opportunities, anti-discrimination, anti-oppressive policy and practice and social inclusion • Able to work to tight deadlines • Able to work flexibly during the week, including occasional Saturdays • Confident to work independently and take a lead on projects/events • Able to work reliably and effectively as an individual, and in a small team • Enhanced DBS Check or willingness to be checked
--	--

The following criteria are **desirable** for this post. In your application, you should show evidence, if you are able, how you meet these. They will also be used to shortlist candidates if a large number of applicants meet all of the essential criteria.

Desirable skills, qualities and experience	<ul style="list-style-type: none"> • Qualification in Communications, Marketing or Project Management • Experience in using Wordpress website software and Beacon CRM programme • Working knowledge of the charitable sector and its regulatory framework • Previous experience working in the charitable sector
--	--

Other information

<p>Training, support and minimum hours</p>	<ul style="list-style-type: none"> • Training will be given as appropriate, suitable courses sourced and provided as required. • Ongoing support will be provided via regular meetings and communications with the line manager • The initial time requirement for this post is 18.5 hours per week (0.5 FTE). There is potential for this to increase by negotiation if the demands of the post show, over time, that there is a need.
--	--

Timetable for Recruitment

	<ul style="list-style-type: none"> • Applications must be returned by email to ask@trustmusic.org.uk no later than 5pm on 12 July 2021. • Interviews will be held in Bolton at a date and venue to be confirmed with shortlisted candidates • Start date: as soon as possible
--	---

<p>Date role created: Date role revised</p>	<ul style="list-style-type: none"> • 14 August 2019 • 9 June 2021
---	---