

Sound and Music

Please let us know if you would like this document in another format

Job Description

Title of Post:	Digital and Communications Assistant
Contract & hours:	Part-time post 2 days per week (15 hours) for six months (TBC Sept-March)
Location:	London (but postholder can work remotely from anywhere in the UK)
Salary:	£21,500 - £22,500 pro rata, depending on experience
Reporting to:	Communications and Sales Coordinator
Application deadline:	09:00 31 st August
Interviews:	9th and 10th of September via Zoom
Created:	July 2021

1. General Information

This is an exciting opportunity within Sound and Music's Audience Engagement Team, providing temporary communications support across our digital platforms, communications channels and public-facing projects, working alongside the Communications and Sales Coordinator and other colleagues including the Audience and Insight Executive and Head of Digital and Audience Engagement.

The postholder will play a key role in assisting the Communications and Sales Coordinator in the successful delivery of our daily, public-facing, communications to maximise reach, engagement and impact with our varying audience segmentations including Curious Listeners, Young People, Educators and Composers. This will include assisting with creating engaging online copy and designing content for our multiple social media platforms, websites and newsletters, liaising with team members from varying departments to schedule and prioritise organisational announcements and identifying opportunities for advertising.

You will provide essential administrative support including managing email enquiries and inboxes, ensuring timely, relevant responses and dissemination to suitable team members.

This position will also assist with the operational running of [The Sampler](#), our online events and editorial platform, that aims to bring together new music activity happening across the UK - from DIY nights for emerging composers, to livestreamed festivals from front rooms, to workshops, sound installations and experimental club nights – and in particular sales enquiries and promotion.

You will assist with digital developments, including trialling new social platforms such as such Tik Tok and support the creation of a new educational section (the 'Music Alliance') on our [core website](#).

As a small and dynamic team, the postholder will have the opportunity to explore their specific areas of interest and support with projects including The [British Music Collection](#) and the [Sound and Music Podcast](#), alongside gaining real-world experience and insight into working within an arts organisation.

You will be a creative and enthusiastic individual, looking for an opportunity to hone and develop your skills and passions.

Sound and Music is currently exploring a hybrid working model and it is envisaged that this role would be delivered remotely (online via zoom), although this can be reviewed with the successful candidate alongside access and technological requirements. We highly encourage applicants from outside of London.

Key Responsibilities:

- Assist the Communications and Sales Coordinator to successfully deliver daily, public-facing communications
- Support with managing the organisation's social media channels
- Schedule social media content and communications in Hootsuite
- Trial new means of digital engagement (such as Stories, Tik Tok, Livestreams etc.)
- Plan social campaigns with the Audience and Insight Executive and Communications and Sales Coordinator (including sourcing assets where required)
- Where required, support with creating assets in Adobe Creative Suite or similar
- Support compiling data for monthly and campaign-specific reports (using Hootsuite and Google Analytics)
- Support with server management, in particular collating assets for a refreshed image and AV bank, for use in evergreen and campaign-specific content
- Support the with review of existing AV content for use in evergreen communications
- Support with drafting newsletters in Mailchimp, particularly for The Sampler
- Support in reaching out to potential advertisers to secure income on The Sampler
- Support in automating various Sound and Music newsletters
- Monitor Marketing inbox as required
- Keep the Sound and Music website updated and refreshed
- Source topical content for 'news' and 'comment' pieces on the Sound and Music's sites

- Support the development of educational content and resources as part of the ‘Music Alliance’ section on Sound and Music’s website
- Assist with the promotion and increased awareness of the ‘opportunities’ section of Sound and Music’s website
- Undertake all other reasonable activity requested by the Communication and Sales Coordinator and Head of Digital and Audience Engagement

Common requirements for all posts:

- 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 diversity and 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

2. Selection Criteria

Applicants will be shortlisted and selected on the basis of the following information:

- a. Your experience (including transferable experience, paid or voluntary) – from your application form (30%)
- b. The quality and accuracy of your written responses to the application form (30%)
- c. How well you demonstrate the following essential criteria for the role (40%):
 1. Experience of working in a digital or communications capacity, using social media, websites, newsletters and e-communications tools
 2. Experience of liaising with the public or providing good customer service
 3. Experience creating digital content, such as audio or video
 4. Ability to complete administrative tasks efficiently and accurately
 5. Ability to communicate clearly and confidently with colleagues
 6. Ability to work to deadlines in a fast-paced environment and balance competing priorities

7. Ability to work independently as well as part of a team
8. Knowledge of creating content and writing online copy for a variety of audiences
9. Knowledge of latest online social trends, events and livestreams
10. Confident with computers, including MS office applications, scheduling software and digital analytics, design and editing software, such as Adobe Creative Suite
11. A commitment to equal opportunities and diversity
12. A commitment to Sound and Music's mission