

Sound and Music

Job Description

Title of Post:	Digital Engagement Manager – Music Patron
Contract & hours:	Part-time post 3 days per week (22.5 hours)
Pay:	£26,000 - £31,000 pro rata, depending on experience
Location:	London (but postholder can work remotely from anywhere in the UK)
Reporting to:	Head of Music Patron, Sound and Music
Application deadline:	09:00 31st August
Interviews:	14 th & 16 th September via Zoom
Created:	July 2021

1. General Information

[Music Patron](#) is an ambitious new online platform that will connect composers directly with patrons. The Digital Engagement Manager is a new role for Music Patron within Sound and Music. This is an exciting and evolving opportunity for an curious, entrepreneurial and data-driven individual, with excellent communications skills, to set the direction and lead Music Patron's digital engagement strategy.

We're looking for candidates who are keen to join us on this start-up journey as we take Music Patron from concept to reality. Perhaps you have a background in a non-arts field and are keen to bring your skills, experience, innovative approach and creativity into a musical context. Or perhaps you already work in the arts, but want to use your audience-facing, marketing, technological and business skills in a digital start-up context.

The successful candidate will have a strong interest in new developments in digital technologies and marketing trends, and experience of putting these into practice. You will care deeply about understanding and engaging audiences, have a proven track record in crafting clear and compelling communications for varying audience segments, have a strong awareness of best marketing practices, and have expertise in developing and implementing new insight capture and data analysis methodologies. You will be a strategic-thinker.

The role is 3 days a week and we are happy to consider flexible working patterns. The role can be fulfilled remotely or at Sound and Music's office (Oxford House, in Bethnal Green, London), although ideally the successful candidate would come to London approx. once a month for an in-person meeting with the Music Patron team.

You will work directly with and report to Sonia Stevenson, Head of Music Patron. You will also work closely with the rest of the Sound and Music team, especially the Audience Engagement Team and Head of Digital and Audience Engagement, alongside a small number of external contractors.

Please submit your application before 09:00 on 31st August.

Interviews will take place on zoom on 14th & 16th September.

2. About Music Patron

Music Patron is a start-up with the vision to bring new funding directly to composers in order to enable the creation of new music in a sustainable, creative, inclusive and accessible way.

This will be achieved via an online platform that will showcase a diverse range of composers, aid discovery through the development of highly engaging curated content, and reach, attract and retain a growing audience of music patrons to support their work. [More info.](#)

Music Patron is the brainchild of philanthropist and composer Anthony Bolton, who is also funding the development through his family trust, the Boltini Trust. [More info.](#)

Currently, Music Patron is being incubated within [Sound and Music](#), and members of the Music Patron team are employees of Sound and Music. As the project develops, it is possible that Music Patron may become an independent organisation.

Our approach is influenced by a [set of guiding principles.](#)

3. Why this role is important to Music Patron

As a project, Music Patron is still in the relatively early stages but is gathering pace quickly.

One of the most pressing questions we need to answer is: who is the audience (i.e. patrons) for Music Patron? What are their interests, what are the backgrounds, how might we reach them, what would they find engaging, what would make them donate to a composer? To answer these questions, we need you!

You will be joining Music Patron at this exciting and dynamic stage of development, working at the cutting edge of this pioneering initiative. You will be target-driven and have a direct impact on Music Patron's future.

It's likely you will grow with the project. You will have some existing experience, but it's more important to us that you have the ability to learn quickly, with enthusiasm, and adapt.

Our philosophy is one of learning. We're treading new ground and the only way we can succeed is if we learn as we go. We want to take an iterative approach with Music Patron, applying lean start-up and agile principles. With that in mind, we're looking for someone who is interested in adopting this kind of approach, taking ownership of their success and mistakes, and valuing feedback in order to learn.

We have big ambitions for Music Patron and we need you to help us realise these. Our long-term goal is after five years of initial investment from the Boltini Trust, the platform will become self-sustaining. At that point, our aim is to have around 5000 patrons giving a total of c.£1m (including gift aid). In the shorter term, by next summer (2022), we hope to have around 600 patrons giving a total of c.£60K (including gift aid).

4. Key areas of work

The following are areas where you will likely focus your attention. The balance between priorities may shift as the project develops.

While we have made some suggestions below as to how these areas might be addressed, the whole point is that as a start-up we need to experiment and adapt, so these may not be the only solutions. With that in mind, we're looking for someone who can bring an entrepreneurial approach and their own creative ideas to take Music Patron from a small group of interested people to a thriving, financially successful, community.

- **Building an audience**

Music Patron cannot exist without an audience, so we need to start building one.

As the project is embedded within Sound and Music, we can access an existing audience and don't need to start from scratch. Nonetheless we still need to think carefully about to build and grow a distinctive network of people interested in Music Patron. Initially we expect this audience to be primarily made up of those already interested in new music, but in order for Music Patron to be ultimately successful, we anticipate that we will need to reach beyond this inner circle.

Work in this area may include: developing, planning and implementing communications and social media strategies, managing paid search campaigns, creating digital collateral, identifying and working with partners on co-promotions, growing and managing a new CRM system, collecting and reviewing audience data.

- **Understanding the audience**

What will take this new audience from where they are to making a donation?

In order to get to that point, we need to know what kind of music/composers they're interested in, what they might expect in return, how they might make a donation, how they can begin to see the value of Music Patron, and most importantly, what the barriers are to donation.

Work in this area may include: competitor research, surveys, behavioural analysis, interviews, insight from data and situation analysis.

- **Engaging & retaining the audience**

Once someone is interested in Music Patron, how do we retain them and keep them engaged? If they are already a patron, how do we ensure they are engaged enough to keep donating? How do we manage the relations and communications between composer and patron? If they're not already a patron, how do we engage them sufficiently, so they donate?

Work in this area may include: user testing, managing email campaigns, content creation (e.g. creating and moderating profiles, articles, editorial, events, or other posts), using analytics to measure and report on activity, and optimising engagement with campaigns and website content, and delivering on conversion goals.

Common requirements for all posts:

- Be a creative contributor to the development of Sound and Music and its relationship to the sector
- Be an active and positive advocate for Sound and Music on a day to day basis
- Contribute to the organisation's understanding of diversity and inclusion and their implications for the arts, and how they inform 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; Data Protection and Privacy; Equality, Diversity and Inclusion; 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 Sound and Music online platforms and communication channels, 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

5. Selection Criteria

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

- a. Your experience (including transferable experience) – from your application form
- b. The quality and accuracy of your written responses to the application form
- c. How well you demonstrate the following criteria for the role:
 - Experience of digital marketing, including planning, delivering and evaluating effective audience development activities and campaigns
 - Experience of communication campaigns involving social media, e-newsletter and paid search

- Experience of website management, developing and delivering highly engaging content, copy and collateral for varying audience segmentations
- Experience of data-driven analysis, producing reports and recommendations for key stakeholders
- Excellent understanding of digital activity, new technologies and trends
- Excellent project management skills and an eye for detail
- Excellent communication skills (written and verbal)
- Ability to use your own initiative and work independently, as well as work collaboratively as part of a team
- Ability to confidently engage individuals, build and sustain relationships (online and offline)
- Ability to bring, innovative, new ideas and approaches to Music Patron
- A commitment to equal opportunities and diversity
- A commitment to Sound and Music's mission