



Sound and Music

Patron Growth Manager Job Description / Tender

The Job:	Grow patron numbers to at least 5000 by December 2025
The budget:	£30,000 per annum (NB if you choose to become an employee this amount will need to include NI and employers pension contributions, i.e. gross pay of c.£26,400. If you are VAT registered, this amount will need to include VAT.)
The Contract:	We are happy to consider many different ways of working, e.g. <ul style="list-style-type: none">• An employed position, full time (more junior) or part time (more senior)• A job share• Freelance position• Consultancy• An agency• Split into two roles: 1 more senior, 1 more junior
Location:	Remote, hybrid or office-based The role can be fulfilled anywhere, but ideally you would come to the Sound and Music office in London (Oxford House, Bethnal Green) at least once a month (reasonable expenses covered). If you would prefer to be exclusively office-based or hybrid, that is do-able.
Reporting to:	Head of Music Patron, Sound and Music
Application deadline:	9am Monday 17 th April 2023
Interviews:	Weeks commencing 24 th April and 1 st May
Created:	March 2023

1. General Information

[Music Patron](#) is an ambitious new online platform that aims to secure the future of music. It ensures composers can continue to create by inviting music lovers (patrons) to connect with and truly support them.

Ultimately, patron growth is fundamental to Music Patron's success. This is an exciting and evolving opportunity for a curious, creative, entrepreneurial and data-driven person/people to set the direction and lead Music Patron's digital growth and retention strategy. Success in the role will be based on hitting clear KPIs and ROI, including targets of web traffic, subscribers and conversion to patrons

We're looking for someone/people who are excited to join us on this start-up journey as we scale-up Music Patron from proof of concept to a place where thousands of patrons financially support hundreds of composers. We want you to help deliver on our goal of 5000 patrons by December 2025. You will be given autonomy in how you deliver this goal, but also all the support and training you need.

We are interested in applications / expressions of interest which can show a track record of growth using a user-centred (UX) approach, that may include experience in: SEO, SEM, PPC, CRM, LTV optimisation, acquisition marketing, user journeys, mobile web design, website optimisation.

You might have a background in a non-arts field (e.g. a membership organisation, gaming, tech, SMB or a distributor start-up or marketing agency) and are keen to bring your growth-hacking, 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. You may be early on in your career but ready for lots more responsibility, or maybe you're more experienced and being in at the start of a new challenge like this excites you.

You will need to care deeply about understanding and engaging audiences. You will be able to grow lifetime value by changing patron (and composer) perceptions and behaviour. You will think strategically and implement step change (not just incremental) growth. We're looking for a proven track record in crafting clear and compelling communications for varying audience segments, a strong awareness of best marketing practices, and an expertise in developing and implementing new insight capture and data analysis methodologies.

You will work directly with and report to Sonia Stevenson, Head of Music Patron. You will also work closely with the Music Patron's Composer Liaison Manager, the rest of the Sound and Music team and a small number of external contractors.

Please submit your application before 9am on Monday 17th April 2023.

Interviews will take place on zoom.

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 is achieved via an online platform that showcases a diverse range of composers, the creation of highly engaging curated content, and reaching, attracting and retaining 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.

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](#) and values: influential, visionary, curious, genuine, joyful and friendly.

3. Why this role is important to Music Patron?

We have big ambitions for Music Patron and we need you to help us realise these.

We have reached proof of concept stage: 42 patrons giving to 9 composers, with money and content flowing back and forth. Ultimately, our aim is that Music Patron connects hundreds of composers with thousands of patrons.

Our long-term goal is: after five years of initial investment from the Boltini Trust (which ends in Dec 2025), the platform will become self-sustaining through gift-aid contributions and extra donations on top of patrons' subscriptions to composers (e.g. patron gives £15 to a composer and an additional 10% on top of that to Music Patron). By 2025, our aim is to have around 5000 patrons giving a total of c.£1m (including gift aid). In the shorter term, our goal is that each composer has a minimum of 33 patrons / c.£500 income per month from patrons, so that we end 2023 with approximately 300 patrons.

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 and keep donating in the long-term? 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 may have a lot of existing experience, or only some, 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 are taking an iterative approach with Music Patron, applying lean start-up and agile principles. With that in mind, we're looking for someone/people who can adopt this kind of approach, taking ownership of their success and mistakes, and valuing feedback in order to learn.

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 / people 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 build one.

We have already begun growing our newsletter subscribers and social followers, but there is more to be done in terms of increasing numbers, increasing engagement and establishing a funnel towards patron sign-up. 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 assets/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. SEO, SEM, PPC, CRM, LTV optimisation, acquisition marketing, user journeys, mobile web design, website optimisation.

- **Digital fluency & adaptability**

Due to its agile nature, Music Patron is a constantly evolving startup. While our long-term “north star” priorities are fixed, our short term goals and projects change on a regular basis. We are looking to create highly scalable and cost-effective marketing, conversion and engagement process, and we have an openness to exploring / experimenting with AI-enhanced approaches to research, optimisation, engagement, content generation. Knowledge of and fluency with the digital tools will be an invaluable tool as we navigate taking Music Patron to the next stage. Ideally you have some knowledge of or would be willing to learn:

- ConvertKit or similar mailing tools
- Google Analytics
- Hotjar or similar heatmapping tools
- Excel / Google Sheets
- Wordpress
- Elementor
- Basic CSS
- Adobe Suite, in particular Photoshop, Premiere Pro, Illustrator
- Zapier
- Dovetail
- Zoom Webinars
- Film-making/editing

5. Selection Criteria

Applications will be shortlisted and selected on the basis of the following criteria.

You might not meet all criteria but the most important thing is that you can deliver on the goal of 5000 patrons by December 2025.

1. Growth mindset with a user-centred (UX) approach
2. Excellent digital and technological capabilities
3. Strategically driven
4. Will drive step change (not incremental) impact
5. Entrepreneurial
6. Resourceful, lean, agile
7. Experience of digital marketing
8. Excellent communication skills
9. Embodies Music Patron's values and cares about its vision
10. A commitment to equal opportunities and diversity

6. How to apply

Step 1. Please email Sonia Stevenson, Head of Music Patron, to arrange an informal, 10min chat sonia.stevenson@soundandmusic.org

Step 2. Submit your application [here](#)

You will be asked to answer the following questions:

- How would you deliver the goal of 5000 patrons by December 2025? Show your rationale, what you would prioritise and why?
- Why are you the best person / people to deliver this goal? What is your track record?
- Looking at the selection criteria, where are your strengths and where might you need more training/support?
- How do you propose to work: contract status (e.g. as an employee, freelance, agency, job split etc.), days/hours, location?

If you have any questions, or would like to discuss any aspect of this tender, please contact Sonia Stevenson, Head of Music Patron: sonia.stevenson@soundandmusic.org

Closing date for submissions 9am Monday 17th April 2023

We will meet with those shortlisted during the week commencing 24th April and potentially again during the week commencing 1st May if a further meeting is required.