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**JOB DESCRIPTION**

**Making Music Marketing Manager**

1. **Who is Making Music?**

Making Music is the UK association for leisure-time music groups, representing over 4,000 members made up of around 220,000 musicians of all types, genres and abilities.

Making Music supports, connects, champions and celebrates groups of people making and presenting music in their communities. We offer our members practical services, artistic and networking opportunities, and speak on their behalf to policy makers and others. Our aim is for music groups to make the most of Making Music as their home and ally.

Our vision is that everyone has the opportunity to be part of a music group.

Our mission is to support, connect, champion and celebrate groups of people making and presenting music in their communities.

The 5 aims of our new 5-year plan from 2023 are:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1- Music groups make the most of MM as their home and ally** | **2- Music groups are more sustainable** | **3- Music groups are connected** | **4- Leisure-time music is recognised and valued** | **5- MM is sustainable** |

Our values are:

* *We* ***believe in*** *the value of leisure-time music groups*
* *We are facilitators: we* ***empower***
* *We are* ***respectful*** *of everyone we connect with*
* *We* ***listen****, we care, we are always learning*
* *We are* ***transparent*** *and value the trust we earn*
* *We share and* ***collaborate*** *generously*
* *We* ***do what we say*** *we’re going to do*
1. **What are the details of this job?**

Office: 8 Holyrood Street, London, SE1 2EL

Salary: £35,175 a year pro rata, i.e. £21,105 actual

Line manager: Ben Saffell, Deputy CEO, Membership & Business Development

Hours: 3 days per week or 22.5 hours a week:

* + - Hybrid office/home working is possible though there is an expectation that at least 1 day a week will be in the office.
		- Occasionally you might need to work additional hours, for which time off in lieu will be given.

1. **What kind of person are we looking for?**

This role is for someone with experience in marketing who is ready to take on a role with greater responsibility and strategic input.

**Essential skills and experience**

* Creating, writing and implementing marketing plans
* Market research
* Digital marketing
* Social media marketing
* Ability to write engagingly for different audiences
* Experience of organising/coordinating an exhibitor stall at corporate events
* Excellent communication skills
* Excellent prioritising skills
* Excellent attention to detail
* Good time management skills including the ability to keep more than one project in operation at any one time
* Ability to work independently and take ownership of work
* Experience of applying brand guidelines and tone of voice

# Desirable skills and experience – please note: desirable, not essential!

* Experience of using a web-based Content Management System
* Experience of using InDesign and Adobe Photoshop in a professional capacity
* Experience of working with a media sales agency or of managing/coordinating advertising bookings for a publication
* Experience of managing a budget
* Some understanding of leisure-time music or experience playing or singing in a leisure-time music group, or similar volunteer-run community group
1. **What does this job do?**

The Marketing Manager is a key role within the Membership & Services team and works closely with the Membership & Services Manager, the Deputy CEO, Membership & Business Development, and the Communications Manager, in order to help Making Music grow its membership, retain current members, and deepen its engagement with existing members, encouraging their uptake of services, resources and other opportunities.

This will involve developing and implementing a marketing strategy on recruitment and retention of members, as well as various marketing campaigns related to particular services or activities Making Music offers.

To achieve these aims, we would expect you to be able to

* design and undertake marketing research as needed, to underpin strategies and campaigns
* to oversee and help implement digital marketing activity
* to lead on planning, design and delivery of printed marketing collateral
* contribute to brand development and its consistent application
* organise, co-ordinate, attend marketing and other events
* track and report on progress to colleagues and the Board of trustees

**Duties include:**

***Marketing Strategy***

* Create, implement and monitor a marketing strategy in line with Making Music’s business plan and income targets, working with the Deputy CEO, Membership & Business Development, the Communications Manager and the Membership & Services Manager
* Design and undertake relevant and appropriate market research to underpin the strategy
* Develop and implement cross-channel marketing plans using, as relevant and appropriate, digital marketing including broadcast email and SEO, attendance at trade shows, printed marketing collateral, advertorial, advertising, PR, etc., for:
	+ membership recruitment including lapsed members and retention
	+ marketing of services to existing members
	+ corporate member acquisition and retention
	+ other income generating plans as per the five year plan
* Manage marketing budget to ensure best value and impact
* Agree, monitor and report against agreed aims and targets for all aspects of strategy, including in papers for the Board of Trustees

***Brand***

* Contribute to establish/maintain core values, and brand identity and characteristics for a strong and distinctive brand for Making Music
* Ensure consistency of application, both internally and externally

***Communications***

* Contribute to delivering content and communications strategy across available platforms, working with the Communications Manager
* Support Communications Manager, Content Manager and Communications Assistant with writing and editing content where appropriate
* Lead on creating opportunities and sourcing content from colleagues for partner organisations (marketing via editorial)

***Printed Marketing Collateral***

* Work with Deputy CEO, Membership & Business Development, and with Communications Manager to create annual plans for all printed marketing materials
* Assist with the production of printed marketing materials, including the Annual Report
* Write copy for printed marketing materials as needed

***Digital***

* Ensure creation of engaging digital marketing interactions, establishing goals, target markets and key messages, working collaboratively
* Keep abreast of emerging digital marketing opportunities
* Work with Content Manager on SEO strategy and implementation
* Oversee Google Ads delivery
* Oversee marketing email communications, delegating to Communications Assistant for delivery
* Work with the Communications Manager and Communications Assistant to create and plan marketing social media content, delegating to the Communications Assistant for delivery
* Work with the Deputy CEO, Membership and Business Development, and Membership Services Manager to create content for members’ resources pages on marketing topics
* ***Other***
* Oversee Making Music’s presence at marketing events (trade shows, festivals etc.)
* With colleagues, plan, set up and attend marketing events (trade shows, festivals etc.)
* Contribute to Making Music and work with colleagues, Board and volunteers as required