



# Marketing and Communications Manager

Role Description

## Scottish Ensemble – Marketing and Communications Manager

### Role and Person Specification

#### Introduction

This is a rare opportunity to join the staff team of one of the UK's most inventive and forward-thinking classical ensembles. A key role, the Marketing and Communications Manager is responsible for driving audiences (and revenue) across Scotland and beyond, for all our live and digital work.

The successful candidate will be working as part of a small, collaborative, non-hierarchical and creative team, each of whom plays a crucial role in realising the ambitions of the Ensemble.

This is both a creative and a strategic role. We are looking for a post-holder who can both be innovative in how they talk about and sell our work, but also ensure that those creative marketing strategies are underpinned by evaluation, consistent reporting and robust systems.

We are looking for someone who identifies with and is excited by Scottish Ensemble's mission and philosophy and who is able to relay this excitement to audiences current and potential. You will understand the motivations of current audiences but also be able to identify what the barriers to attendance might be for non-attenders.

You will be a creative and fast thinker, someone who excels in a role that is both strategic and practical, and someone who is prepared to contribute more widely than simply within the confines of this role description – happy to bring to the team ideas and suggestions that benefit all areas of the organisation's work.

If you are excited by this opportunity, we look forward to hearing from you.

If you would like an informal chat with the incumbent [Alison Lewis](#) or our maternity-cover CEO [William Norris](#), about the role please email them and we'll be happy to arrange a call.

#### Scottish Ensemble Biography

Scottish Ensemble (SE) is the UK's leading string orchestra; a core of outstanding string players who perform together under Artistic Director Jonathan Morton. Based in Glasgow, Scotland, SE inspires audiences in the UK and beyond with vibrant performances which are powerful, challenging and rewarding experiences, crossing genres, styles, musical periods and artistic forms to offer fresh perspectives on classical music.

SE regularly collaborates with high-profile guest artists, from trumpeter Alison Balsom and mezzo-soprano Sarah Connolly to cellist Pieter Wispelwey and violinists Patricia Kopatchinskaja and Nicola Benedetti. SE is also becoming increasingly known for its international collaborations with artists from other disciplines, from dance and theatre companies to visual artists. Starting in 2014, their series of annual cross-artform collaborations has so far included immersive projects with visual artist Toby

Paterson; Swedish contemporary dance company Andersson Dance; electronic-classical crossover composer Anna Meredith and visual artist Eleanor Meredith; and, Scottish theatre company Vanishing Point.

Alongside performances across Scotland, SE presents concerts across the UK, London and the globe. Recent invitations to tour abroad have resulted in engagements in Taiwan, China, Brazil, the USA and across Europe, performing at prestigious venues from the Shanghai Concert Hall (China) and the John F. Kennedy Center for Performing Arts (USA) as well as festivals including the Edinburgh International, Edinburgh Fringe and Thuringia Bach Festivals.

SE is also committed to expanding the string repertoire, with recent commissions including new works from John Tavener, James MacMillan, Sally Beamish, Martin Suckling and Anna Meredith.

### **Scottish Ensemble Mission**

To create exhilarating musical experiences that forge new connections between people, places and ideas.

### **Scottish Ensemble Core Values**

- 1) We believe that music is a highly flexible and collaborative art form that can and should make meaningful connections across repertoire, genre, form and discipline.
- 2) We want to create opportunities for musicians to explore and stretch their musicianship, creative and communicative skills, to ensure they are continually developing as artists and as ambassadors for music-making.
- 3) We believe that classical music can be as connected to current audiences, communities and artists as it is to its great, centuries-old traditions, but only when boundaries and conventions are reassessed.
- 4) We celebrate Scotland's diversity and create work to build strong connections across the length and breadth of the country, but also aspire to share our work with international audiences.
- 5) We are responsible global citizens who use resources in a socially and environmentally conscientious way.
- 6) We believe that technology can enable us to explore new artistic opportunities and to share our performances and creative learning work with as wide an audience as possible.

## Marketing and Communications Manager: Role Description

### Key information

<b>Job Title</b>	Marketing & Communications Manager
<b>Hours</b>	Full time (35 hours/week) + evenings and weekends during touring projects as required
<b>Location</b>	CCA, 350 Sauchiehall Street, Glasgow G2 3JD  Note that Scottish Ensemble will be moving to a blended home/office working model during 2021. 5 day a week attendance on site will not be expected (see Key terms).
<b>Reports to</b>	Chief Executive
<b>Manages</b>	Marketing Assistant
<b>Key terms</b>	<ul style="list-style-type: none"> <li>• Salary £26-28,000/annum, dependent on experience</li> <li>• 22 days annual leave + public holidays</li> <li>• Auto-enrolment into SE's contributory pension scheme (it is possible to opt out of this)</li> <li>• To start as soon as possible (dependent on any relevant notice periods with current employer)</li> <li>• Flexible conditions (eg. working from home, flexi-hours)</li> </ul>
<b>Role purpose and role dimension</b>	To develop and grow SE's brand, profile, reach, audience diversity and audience numbers through leadership of all SE's marketing initiatives (including digital).
<b>Key external contacts</b>	<ul style="list-style-type: none"> <li>• SE audiences and stakeholders</li> <li>• Marketing teams working at our partner venues and for external promoters/festivals etc</li> <li>• Print, design, and multimedia companies</li> <li>• Arts journalists</li> </ul>
<b>Key internal contacts</b>	<ul style="list-style-type: none"> <li>• CEO</li> <li>• Artistic Director</li> <li>• Marketing Assistant</li> <li>• SE project managers</li> <li>• SE performers</li> </ul>
<b>Financial dimensions</b>	Responsibility for marketing budget and monitoring all marketing expenditure.

<b>Key areas for decision making</b>	Marketing and brand strategy, audience development, and digital strategy in consultation with CEO; plus marketing content and assets, distribution channels, and online presence.
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## Role Scope

<b>Key Result Areas</b>	<b>Key Tasks</b>	<b>% of time</b>
<b>Brand and Strategy</b>	<ul style="list-style-type: none"> <li>• Leading on the ongoing development of a bold, distinctive brand for SE, which appeals and speaks effectively to a diverse audience</li> <li>• Leading on development of SE's marketing strategy in the context of wider organisational business planning (as well as the marketing sections of SE's applications to Creative Scotland), in consultation with the CEO</li> <li>• Planning and monitoring expenditure within the set annual and project marketing budgets</li> <li>• Devising and overseeing annual audience research projects to diversify the people with whom SE connects, and to encourage sustained engagement over the long-term with existing audiences</li> <li>• With the CEO, setting and monitoring ticket sale and audience engagement targets</li> <li>• Collaboration with the full SE team to ensure close integration of programming, fundraising and marketing objectives, including giving advice and audience insight where programming and marketing may impact each other, and giving advice on opportunities for audience growth and development</li> </ul>	<b>20%</b>
<b>Content creation</b>	<ul style="list-style-type: none"> <li>• Developing and designing the season brand and brochure - you may have the skills to do this in house, or you may be used to working with external designers to achieve a strong, high quality visual identity</li> <li>• Copywriting and/or commissioning of all key printed marketing assets (posters, flyers, programmes etc.)</li> <li>• Producing/commissioning and editing digital content, particularly for SE's online Magazine, designed to offer deeper insights into the ideas behind our work for diverse audiences</li> <li>• Working with filmmakers to devise SE's annual filmed content (see <b>Digital</b> below)</li> <li>• Proofreading</li> </ul>	<b>20%</b>

<p><b>Marketing and distribution</b></p>	<ul style="list-style-type: none"> <li>• Developing and implementing a marketing plan for all SE performances</li> <li>• Arranging and co-ordinating all distribution and direct mail campaigns</li> <li>• Overseeing ticketing and box office systems with external partner box offices</li> <li>• Developing reciprocal marketing partnerships with other arts organisations and artistic collaborators to increase the number of outlets for SE's distribution</li> <li>• Liaising regularly with designers, printers and distribution companies</li> </ul>	<p><b>20%</b></p>
<p><b>Press &amp; PR</b></p>	<ul style="list-style-type: none"> <li>• Devising and implementing PR campaigns, and providing all information for press releases</li> <li>• Maintaining and building relationships with national, regional and local press and media</li> <li>• Organising regular communications to VIPs and assisting the CEO with advocacy</li> <li>• Ensuring all external communications are on brand and in line with SE's house style / quality of output</li> </ul>	<p><b>15%</b></p>
<p><b>Digital &amp; Website</b></p>	<ul style="list-style-type: none"> <li>• With the CEO, exploring digital innovation and writing the organisation's digital marketing strategy</li> <li>• Evolving SE's website structure and functionality with assistance from external developers</li> <li>• Day-to-day website maintenance including content creation, and ensuring a live and fresh web presence, delegating where appropriate</li> <li>• Working with filmmakers and sound engineers on season and project films, including generating briefs and production schedules</li> <li>• Leading on social media strategy and maintaining a regular presence across platforms to increase SE's reach, develop SE's profile, and reinforce SE's bold brand</li> <li>• Writing and planning regular e-flyers and updates, delegating where appropriate</li> </ul>	<p><b>20%</b></p>
<p><b>Other</b></p>	<ul style="list-style-type: none"> <li>• Attendance at SE concerts, and oversight of FOH operations at concerts (these responsibilities are shared with the Marketing Assistant - you will not be required at every performance)</li> <li>• Some simple touring logistics support when SE is on tour (eg. some help in loading vans is occasionally required)</li> <li>• Task-based management of Marketing Assistant, and contribution to performance evaluation (led by CEO)</li> </ul>	<p><b>5%</b></p>

**Person Specification**

<p><b>Essential knowledge, skills and experience</b></p>	<ul style="list-style-type: none"> <li>• Minimum three years' experience of working in a marketing role</li> <li>• Thorough practical understanding of all standard (offline and digital) marketing tools and procedures</li> <li>• Experience of PR, including an understanding of what makes a good press story</li> <li>• Experience of managing budgets</li> <li>• A skilled copywriter, able to convey the key selling points of a programme, and to tell a story about it, to an array of different audiences</li> <li>• Ability to think innovatively, and to challenge the status quo in order to reach new audiences</li> <li>• Demonstrable success in attracting new audiences or increasing attendance from irregular attenders</li> <li>• Ability to understand the needs and motivations of different audiences (current and potential) and create campaigns tailored for them.</li> <li>• A high level of creativity and an ability to devise novel and unexpected solutions and strategies, while using data to evaluate success</li> <li>• Ability to identify with lifestyles and motivations of current and potential audiences</li> <li>• Exceptional understanding of brand and tone of voice</li> <li>• Interest in classical music</li> </ul>
<p><b>Desirable knowledge, skills and experience</b></p>	<ul style="list-style-type: none"> <li>• Knowledge of classical music and experience of working in a music organisation</li> <li>• Experience of leading and/or implementing marketing and audience development strategies</li> <li>• Strong IT skills, particularly MS Office and management of CRM systems (SE uses ThankQ)</li> </ul> <p>This role is flexible depending on the candidate. Elements of the job description could be out-sourced or delivered in-house depending on the successful candidate's particular skillset. Therefore, certain key skills could bring added value, including:</p> <ul style="list-style-type: none"> <li>• Graphic design skills</li> <li>• Film production skills</li> <li>• Creative writing skills</li> </ul>

<p><b>Desirable attributes</b></p>	<ul style="list-style-type: none"> <li>• Demonstrable experience of managing a busy and varied workload and achieving objectives</li> <li>• First-class communication and interpersonal skills</li> <li>• Meticulous attention to detail</li> <li>• Strong organisational, prioritisation and planning skills</li> <li>• High levels of self-motivation and ability to work independently with a strong collaborative teamwork ethic</li> <li>• Ability to build positive and constructive relationships with internal and external contacts</li> <li>• A well-networked individual who is engaged with the cultural sector and who is aware of major developments within it</li> </ul>
<p><b>Special conditions</b></p>	<ul style="list-style-type: none"> <li>• Applicants must be able to regularly attend concerts and events across Scotland outside of normal working hours as required by the company’s touring schedule. Time off in lieu is granted in line with SE’s TOIL policy.</li> <li>• Applicants must be eligible to work in the UK</li> </ul>

While the above specification represents our ideal mix of skills and experience for the role, we welcome applications from those meet a majority, but not all, of the skills/experience outlined.

## How to apply

To apply, send your CV, accompanied by a cover letter (saved as one document) outlining why you are interested in the position and how you meet our role requirements, to the address below by 5.30pm on Monday 26 July.

You may send a video or audio recording in place of a cover letter if you wish.

Interviews will be held during the period 5-6 August.

Applications should be sent to: [william.norris@scottishensemble.co.uk](mailto:william.norris@scottishensemble.co.uk)

We also request that you complete our [Equal Opportunities Monitoring Form](#) – all data is gathered anonymously.