



Marketing Assistant

Role Description

Scottish Ensemble Marketing and Communications Manager (Part time)

Role and Person Specification

Introduction

This is a rare opportunity to join the administrative team of one of the UK's most daring, innovative and exciting musical ensembles. Working with a small, dynamic, non-hierarchical team you will make a vital contribution to this unique organisation working alongside the Marketing and Communications Manager on a diverse range of projects, both on and offline.

We are looking for an enthusiastic individual who is energetic, creative, flexible and highly organised. Working closely with the Marketing and Communications Manager, the Marketing Assistant helps maximise awareness and ticket sales of all Scottish Ensemble concerts, digital projects and creative learning experiences, while also finding ways to maximising audience engagement and enjoyment .

This new role is suitable for someone who wishes to kick-start their career in arts marketing and management in a dynamic and busy team.

Note that the scope of this role is split between Marketing and Office Administration.

If you would like an informal chat about the job ahead of applying then please contact William Norris at william.norris@scottishensemble.co.uk

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 Assistant: Role Description

Key information

Job Title	Marketing Assistant
Terms	<p>Hours: 4 days per week plus evenings and weekends at events and performances as required</p> <p>Salary: £20,000 (pro rata, equating to £16,000 for 4dpw)</p> <p>Holiday entitlement: 22 days (pro rata, equating to 18 days for 4dpw) rising by 1 day per year of service to a maximum of 23 days (pro rata - 17 days).</p> <p>Pension: provided by NEST</p> <p>Contract: permanent</p>
Location	Scottish Ensemble offices, Glasgow
Reports to	Marketing and Communications Manager (and Chief Executive until that role is appointed)
Role purpose and dimension	The Marketing Assistant assists with maximising awareness and ticket sales of all Scottish Ensemble concerts, digital projects and creative learning experiences.
Key external contacts	<ul style="list-style-type: none"> • Audiences • Venues • External Suppliers: Designers, Mail Houses, PR Consultants etc.
Key internal contacts	<ul style="list-style-type: none"> • General Manager • Development Lead • Development Assistant • Marketing & Communications Manager • Creative Learning & Projects Manager
Financial dimension	<ul style="list-style-type: none"> • Data gathering from external box offices • Updating internal sales figures • Budget management

Role Scope

Key area	Key Responsibilities
<p>Marketing Responsibilities (c.40%)</p>	<ul style="list-style-type: none"> • To support on the creation of engaging and informative marketing campaigns for live and digital events and concerts which develop Scottish Ensemble’s brand, profile and reach, whilst maximising ticket sales. • Develop the digital profile of the organisation in conjunction with the Marketing and Communications Manager - this will include capturing and creating inventive content on our website and social media channels • To ensure that website content is accurate and up-to-date on an ongoing basis. • Arrange and co-ordinate print distribution and direct mail campaigns. • Identify co-promotion opportunities with, for example, other arts organisations and universities. • Provide information to touring venues, including box office set-up details. • Data gathering from external box offices, and database management of our ThankQ and Mailchimp systems. • Prepare emails to the audience database using Mailchimp. • Disseminate listings information on SE concerts. • Respond to customer enquiries through a variety of channels. • Evaluate past campaigns and collate ticket sales, press cuttings and customer feedback. • Collate material for concert programmes • To be the first point of contact for external promoters, supplying images and biographies as required
<p>Office Administration (15%)</p>	<ul style="list-style-type: none"> • Assistance with office administration: First point of contact in the office; Answering all telephone and general email enquiries; Maintaining SE filing systems; Managing CD stocks & keeping accurate records; Maintaining office equipment, services & stationery etc.
<p>Front of House (c.5%)</p>	<ul style="list-style-type: none"> • Front of house duty on concert evenings where appropriate.

Person Specification

As an entry-level role the most important attributes we are looking for are a passion for Scottish Ensemble’s work, a willingness to think outside the box in how a ‘classical’ ensemble talks about itself, fantastic writing skills, imagination and a can-do attitude. Any marketing or arts administration experience gained either professionally or within a voluntary or amateur context is an advantage.

<p>Essential</p>	<ul style="list-style-type: none"> • Outstanding verbal and written communication skills, via phone, email and in person. • Ability to write in a fresh, engaging and lively style • Excellent attention to detail, including strong proofreading skills. • Superb organisational skills including an ability to juggle multiple priorities and meet tight deadlines • Ability to think differently, innovatively and to challenge expectations • Ability to put yourself in the shoes of potential audience members • Flexible attitude and willingness to work as part of a small busy team. • Ability to build positive collaborative relationships with internal and external contacts. • Interest and passion for the work of Scottish Ensemble • An interest in design with a strong aesthetic sense • Ability to work independently as well as part of a team
<p>Desirable</p>	<ul style="list-style-type: none"> • Experience in marketing or related discipline. • Knowledge of classical music. • Experience of content management systems such as Wordpress. • Experience of using design programmes such as Photoshop or InDesign. • Interest in other musical genres, and the wider cultural scene • Interest in popular culture • Experience of working in a face-to face role with the public • Experience of using ThankQ or similar database • Ability to look after some slightly ill-looking houseplants • Full clean UK driving licence
<p>Special conditions</p>	<ul style="list-style-type: none"> • Applicants must be eligible to work in the UK

While the above specification represents our ideal mix of skills and experience for the role, you should not be discouraged from applying if you don’t meet every single one.

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 27 September.

Note:

As part of our commitment to a fair recruitment process we ask that you remove names of any educational establishments from your CV and cover letter.

All applications will be anonymised before shortlisting occurs.

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

Interviews will be held during the period 29-30 September.

Applications should be sent to: stuart.burns@scottishensemble.co.uk

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