

A high-angle photograph of a string ensemble performing on a stage. The musicians are arranged in a semi-circle, playing violins, violas, cellos, and double basses. They are illuminated by bright stage lights. In the foreground, an audience of diverse people is seated in folding chairs, watching the performance. The background shows stage equipment and a dark backdrop.

**scottish  
ensemble**

**Recruitment Pack**

**Marketing Officer :  
full-time permanent position**

# Introduction

Scottish Ensemble is currently seeking two passionate and meticulous individuals to form part of our external relations team – a Marketing Officer, and a Trusts & Foundations Officer (please see [here](#) for a full [job description](#) for the latter).

These new positions give prospective candidates the opportunity to work full-time in a busy, creative and boundary-pushing arts organisation. Scottish Ensemble looks to lead the sector in terms of innovation in classical music presentation and production, and to develop new ways for classical music to connect with and inspire diverse audiences. In addition to acclaimed cross-artform projects, breathtaking performances and innovative digital output, we develop projects which specifically look to enhance well-being and improve mental health for a range of vulnerable individuals and communities, including those dealing with pain, the New Scots community, and young people at particularly pressured periods of their school careers.

Our Marketing Officer will work collaboratively with the rest of Scottish Ensemble's administrative team - from our base in the creative hub of Glasgow's Centre for Contemporary Arts - to capture and communicate the essence of what makes our projects exciting, inspiring diverse audiences to engage with our work, both live and digitally. Our Chief Executive and Marketing & Communications Consultant will manage and support you to plan and deliver compelling marketing campaigns for individual projects, as well as to implement initiatives to raise brand awareness, reach and profile.

We connect with our audiences through a range of print and digital media, and our Marketing Officer will be responsible for developing effective systems to ensure we deliver timely messages via both traditional arts marketing and digital marketing techniques.

With time, the right candidate could also be instrumental in developing our organisational tone and voice. We aim to be straightforward and informal in our communication style, while retaining professionalism. Finding ways to ensure we speak compellingly to the full range of our audiences (who tend to be more diverse than the perceived norms of classical music audiences) will be a key part of this role.

You might currently be working in a directly relevant role in another arts organisation, or you might have the skills required but be working in another sector. At Scottish Ensemble, you'll have the chance to develop both specific skills involved in this role, but also wider arts administration experience through close collaboration with our small, friendly and creative team. CPD opportunities, including membership of the Association of British Orchestras and Arts Marketing Association, and support to attend relevant training courses are also all part of working with us.

Whatever your experience, we are looking for focused individuals who are inspired by Scottish Ensemble's mission and philosophy. Whether writing direct mail campaigns to connect with loyal audiences, or ensuring box offices in partner venues know why our shows are distinctive, you'll be a clear, organised communicator, able to give people a clear message about Scottish Ensemble in a way that speaks to them.

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

If you would like an informal chat with our CEO Jenny Jamison about the role, please email her and we'll be happy to arrange a call.

For the most up-to-date information about our work, including details of forthcoming projects, explore [scottishensemble.co.uk](http://scottishensemble.co.uk)



# 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.

# Key information



## Job Title

Marketing Officer

## Hours and location

Full-time contract (5 days / 35-hour week)

Possibility for flexible working, compressed hours, and working from home, though the role requires a majority of time to be spent in Scottish Ensemble's office base at the CCA, 350 Sauchiehall Street, Glasgow, G2 3JD

## Reports to

Chief Executive

## Key terms

- Salary £24,000/annum
- 22 days annual leave rising by 1 day per year of service to a maximum of 28 days + 11 public holidays
- Auto-enrolment into SE's contributory pension scheme (it is possible to opt out of this), provided by NEST
- To start as soon as possible (dependent on any relevant notice periods with current employer)

## Role purpose and role dimension

To plan and execute Scottish Ensemble's marketing campaigns, inspiring audiences to engage with our work and buy tickets to our performances.

This role also presents an opportunity for individuals to learn more about arts management from within a small, energetic, and creative team.

## Key external contacts

- Partner venues and box offices
- Designers and copywriters

## Key internal contacts

- CEO
- Marketing & Communications Consultant
- Marketing Assistant (line managed by CEO, but working closely with the Marketing Officer on a daily basis)
- Development colleagues

## Financial dimensions

Responsibility for tracking project marketing expenditure and adhering to budgets

## Key areas for decision making

- Marketing campaign assets and distribution plans
- Box office set ups and ticketing plans
- Digital and social media output

# Role Scope



## Key Result Areas

## Key Tasks

### Marketing campaigns for live performances (35%)

- With support from the Chief Executive and Marketing & Communications Consultant, implementing a marketing campaign across print and digital media for each performance project/tour in SE's own-promoted Scottish season
- Overseeing the Marketing Assistant in arranging and co-ordinating all distribution and direct mail campaigns
- Liaising with venue box offices
- Liaising regularly with designers, printers and distribution companies on final collation of print assets

### Finance, Data & Administration (15%)

- Planning and monitoring marketing expenditure within the set annual and project marketing budgets
- Monitoring ticket sale and audience engagement targets
- Ensuring excellent record keeping and maximising the use of SE's CRM system (ThankQ) to track communications with audiences
- Developing audience feedback and data gathering systems

### Audience Development (20%)

- Developing SE's postal and email mailing lists
- Developing reciprocal marketing partnerships
- Developing ticket initiatives to encourage attendance from under-represented groups

### Digital (20%)

- With the Marketing Assistant, planning social media content
- Day-to-day website content updates (does not require coding expertise)

### Other (10%)

- On-the-road touring support as shared by the full SE team (e.g. in the case of this role mainly FOH duties, running a box office in venues without their own, audience surveys etc.)
- Attending SE concerts
- Carrying out other activities as required by the CEO and General Manager

# Person Specification



## Essential knowledge, skills and experience

- Minimum two years' experience of working in a marketing role
- Good practical understanding of marketing tools and systems
- A good eye for detail, and excellent proofreading abilities
- Some creative flair and confidence in discussing visual aesthetic / brand / design
- Strong administrative experience
- Experience of working to deadlines
- Passion for Scottish Ensemble's mission and output

## Desirable knowledge, skills and experience

- Experience working in a performing arts organisation
- Copywriting skills
- Strong IT skills, particularly in effective use of CRM systems and back-end website management
- Experience of being responsible for an organisation's social media marketing channels
- Experience of being the 'voice' of an organisation in terms of ensuring a cohesive communication style

## Desirable attributes

- Consistent exceptional attention to detail
- First-class communication and interpersonal skills
- A flair for innovative thinking
- Ability to build positive and constructive relationships, and to be a strong team player
- A practical, methodical approach to prioritisation and planning

## Special conditions

- You must be eligible to work in the UK.
- In order to deeply understand the work that we do and the audiences we attract, the successful candidate would ideally attend some concerts and events across Scotland outside of normal working hours. Time off in lieu is granted in line with SE's TOIL policy.

If your personal circumstances make touring or travel difficult, this should not dissuade you from applying as we are an equal opportunities employer and we can find alternative ways to ensure you can experience our work.

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, please send your CV, accompanied by a cover letter of no more than 2 pages to [catherine.ferrell@scottishensemble.co.uk](mailto:catherine.ferrell@scottishensemble.co.uk) by 2pm on Wednesday 28 September 2022.

In your cover letter, please answer the following two questions:

- Why are you inspired by the work that Scottish Ensemble delivers?
- What approach and experience would you bring to the role that makes you the right candidate for this position?

You may send a video or audio recording in place of a cover letter if you wish. This should be no more than 4 minutes in length.

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 takes place.

Interviews will be held during the week beginning 3 October 2022, ideally in person in Glasgow, though video calls can also be arranged. We can provide a BSL interpreter if required.

We also request that you complete our [Equal Opportunities Monitoring Form](#) – all data is gathered anonymously. This data helps us to reflect on whether our recruitment processes are attracting and reaching a diverse range of candidates, and adapt our processes and language accordingly.

Good luck with your application – we look forward to hearing from you!