



scottish
ensemble

Recruitment Pack

Marketing Manager

Role and Person Specification

Introduction

Scottish Ensemble – one of the UK’s most inventive and forward-thinking classical ensembles – is seeking a new Marketing Manager.

At Scottish Ensemble, we share classical music with audiences in a contemporary and distinctive way. Our events look and feel different to those of a lot of our classical peers, and we aim to attract new audiences to our artform as a result. We prioritise visually-striking production values, accessible introductions to our repertoire, and aim to share an exhilarating musical experience with every audience we interact with. The Marketing Manager will enable us to further strengthen our unique brand identity and inspire more people across Scotland to explore our work.

Our creative programme spans atmospheric concert performances, cross-artform and cross-genre collaborations, digital projects, and a Music and Wellbeing programme; it takes place from Dumfries to Shetland, and internationally.

For this key position, we are looking for a post-holder who can create distinctive and compelling campaigns and stories to further the reach and impact of our work. You will have overall responsibility for marketing campaigns, be responsible for brand development, commissioning content, and ensuring timely, compelling, effective communications reach a range of audiences. We are looking for an individual who is able to develop and streamline our strong internal systems to allow maximum time for new creative approaches.

Equally importantly, we are looking for someone who identifies with and is motivated by Scottish Ensemble’s mission and philosophy and who can relay this excitement to audiences - current and potential.

Our friendly, dynamic and supportive team is based in our offices in Glasgow’s Centre for Contemporary Arts, with hybrid office/home-working structures in place. We are eager to support the successful candidate to create a working environment that enables them to take on this role in a way that suits them.

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

Please read the ‘How to apply’ section in this pack carefully, as it is designed to ensure you have the best possible chance of giving us the information and evidence we need.

If you would like an informal chat about the role with our interim CEO William Norris, please email him on william.norris@scottishensemble.co.uk

Good luck - we look forward to hearing from you!



Scottish Ensemble Biography

For half a century, Scottish Ensemble has been shrinking the gap between listeners and musicians. From our roots as a specialist early music ensemble, we have become a versatile performing group that makes ageless art for the here and now. We resist the constraints of a home venue, a set season or a creative routine. We are shaped by the changing times in which we live and by the collaborations we seek across boundaries.

Freethinking Scots established the Scottish Baroque Ensemble in 1969. We made our international reputation with global tours, festival appearances and a high-profile contract with Virgin Records. Now, we're as likely to play the music of the distant past as the music of the immediate future. We delve into traditional Scottish music and commission the nation's most visionary composers.

After more than fifty years, we have redefined what a group of twelve musicians can do. These days we tend to design each performance bespoke: a meeting of site, sound and vision that generates an atmosphere of its own. We have made cross-artform work a priority, collaborating with visual artists, digital artists, dance companies and theatre makers to continually refresh our musicianship and reboot our relationship to the music we've always played.

We hold our audience closer than ever. Our performances are designed to take you elsewhere for an hour, an evening or just a few minutes. Tea dances, ceilidhs, and mindfulness sessions have been, and continue to be, vital elements of our artistic mission. Now, we belong everywhere and nowhere, from village halls to concert halls, to the digital space. With the support of Creative Scotland, we are proud to be a beacon of Scottish creativity for the whole world, physical and digital, as we continue to ensure you experience music differently. With us, your ears will always be in good hands.



Scottish Ensemble Mission

Scottish Ensemble creates one-off, exhilarating musical experiences which deepen connections between audiences and artists, and enhance wellbeing.

Scottish Ensemble Core Values

WE ARE A SMALL AND MIGHTY INNOVATOR

we aim to stand out from the crowd thanks to the power, quality and fresh-thinking behind all of our work. We push ourselves to push boundaries, and we strive to be a sector-leader when it comes to developing innovative approaches to classical music performance.

WE DON'T MAKE PERFORMANCES ALONE

we perform at our best when the people we work with and play for feel welcome, included and empowered. As a group of performers, we have a strong sense of community, and we aim to ensure all our collaborators and audiences feel part of this community when interacting with us. We create work open-mindedly and with a desire to learn, share, and see the world from diverse perspectives.

WE EMBRACE INTENSITY

we want each of our projects to have a unique creative energy. There is no such thing as a 'standard' Scottish Ensemble performance; we go all-in on whatever we are creating.

WE HOLD OURSELVES TO ACCOUNT

we communicate honestly and respectfully; acknowledge when we don't succeed; tackle challenges head on; and act responsibly on global issues. You can trust us to have high standards in everything we do.

Key information

Job Title

Marketing Manager

Hours

Full time (35 hours/week) + evenings and weekends during touring projects as required (Time of in Lieu granted in accordance with company policy)

Location

CCA, 350 Sauchiehall Street, Glasgow G2 3JD

Reports to

Chief Executive

Line Manages

Marketing Officer

Key terms

- Salary £27,000 - 28,500/annum
- 22 days annual leave + 11 public holidays
- Auto-enrolment into SE's contributory pension scheme (it is possible to opt out of this)
- To start as soon as possible (dependent on any relevant notice periods with current employer)
- Flexible conditions (eg. partial working from home, flexi-hours)

Role purpose and role dimension

To grow and diversify SE's audiences through leadership of all SE's marketing initiatives.

Key external contacts

- SE audiences and stakeholders
- Marketing teams working at our partner venues and for external promoters/festivals etc
- Print, design, and multimedia companies
- Arts journalists

Key internal contacts

- Chief Executive
- Artistic Director
- Head of Artistic Planning
- Marketing Officer
- Development Manager
- SE performers

Financial dimensions

Responsibility for marketing budget and monitoring all marketing expenditure.

Key areas for decision making

Marketing and brand strategy, audience development, and digital strategy; plus marketing partnerships and planning.

Role Scope

Key Result Areas

Key Tasks

Marketing Campaigns and Box Office (35%)

- Developing and implementing marketing campaigns for all SE activity
- Overseeing the Marketing Officer in arranging and co-ordinating all distribution, outdoor and direct mail campaigns
- Overseeing ticketing and box office systems with external partner box offices
- Developing reciprocal marketing partnerships
- Liaising regularly with designers, printers and distribution companies
- Identifying opportunities to widen SE's reach
- Developing SE's postal and digital mailing list
- Commissioning and/or copywriting for all key printed marketing assets (season brochure, posters, flyers, programmes etc.
- Using data and qualitative research to evaluate campaigns and inform future ones

Digital and Website (30%)

- Be responsible for the ongoing development of the website, working closely with external developers
- Overseeing the Marketing Officer on day-to-day website maintenance and social media planning and content
- With the freelance digital producers 's digital content (incl. films, recordings and streams)
- Overseeing e-communications with the Development Manager and Marketing Officer
- Implementing effective digital marketing campaigns
- With the CEO, exploring digital innovation and devising the digital marketing strategy
- Commissioning and/or copywriting for all digital assets (e.g. photography / filmed content)
- Developing engaging online content (self generated or commissioned)
- Working with designers and producers on the creation of the promotional / marketing assets



Brand and Strategy (20%)

- Collaborating with the Chief Executive, on the ongoing development of our distinctive brand
- Working with the Chief Executive on the development of our marketing strategy
- With the CEO, planning and monitoring expenditure, and setting and monitoring ticket sales and other targets.
- With the CEO, developing audience development initiatives
- Strengthening audience evaluation and feedback systems
- Collaboration with the full team to ensure integration of programming, fundraising and marketing objectives
- Ensuring SE's new Tone ofVoice guidelines are adhered to across the organisation

Press & PR (10%)

- Briefing and generating content for press releases, and managing the relationship with external PR consultant to attract broad coverage
- Maintaining and building relationships with national, regional and local press and media

Other (5%)

- Attendance at SE concerts
- Line management of Marketing Officer

Person Specification

Essential knowledge, skills and experience

- Substantive experience in a marketing role, enabling you to fulfill this person specification
- Thorough practical understanding of marketing tools and procedures (offline and digital)
- A skilled writer, able to convey key selling points and to generate compelling storytelling ideas to an array of different audiences through tailored campaigns
- Ability to understand the needs and motivations of different audiences (current and potential) and create campaigns tailored for them
- A high level of creativity and an ability to devise novel solutions and strategies
- Ability to build positive and constructive relationships with internal and external contacts
- Understanding of the importance of brand and tone of voice
- Meticulous attention to detail
- Experience of managing budgets
- Ability to process and analyse data in order to make evidence-informed decisions
- Interest in classical music

Desirable knowledge, skills and experience

- Experience of working in a music organisation
- Experience of leading and/or implementing marketing and audience development strategies
- A creative mindset with a flair for communicating via engaging language and visual ideas
- High levels of self-motivation and ability to work independently combined with a strong collaborative teamwork ethic
- Ability to build positive and constructive relationships with internal and external contacts
- Experience of PR, including an understanding of what makes a good press story
- Strong IT skills, particularly MS Office and management of CRM systems (we use ThankQ)
- Basic design and/or video editing skills

Special conditions

- 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 our TOIL policy.
- Applicants must be eligible to work in the UK

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

How to apply

To apply, please either send us a CV and cover letter of no more than 2 pages each or send us a video or audio recording of no more than 5 minutes to the address below by 12 noon on Friday 8 March.

Your cover letter/video or audio recording should outline your motivations for applying and show us how you meet the person specification.

We want all candidates to be able to present themselves as strongly and naturally as possible – we want to hear about you and to get a sense of how you would like to do this role, so please do let us know about anything we could do as a company to support you through this process.

As some examples:

- If your personal circumstances mean you need a little bit longer to prepare your application, please let us know well in advance of the deadline and we may be able to accommodate this
- If, for any reason, there are times of day when you are better able to attend an interview, we will do everything we can to make this possible

The building where our offices are based, and where we will hold interviews, is accessible and easily accessed by public transport. We can also offer virtual interviews if preferred.

Finally, as part of our commitment to a fair recruitment process, we ask that you remove / redact the names of any educational establishments from your CV and cover letter. All applications will be anonymised before shortlisting occurs.

Interviews will be held week beginning 18 March, subject to candidate availability.

Applications should be sent to: tom.lovatt@scottishensemble.co.uk

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.

Thank you for your interest in this role...and good luck!