



# DIGITAL MARKETING MANAGER

Manchester Camerata - Recruitment



# Manchester Camerata

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We make music that **matters**.

We make music for **change**.

Manchester Camerata is a registered charity working and performing in Manchester and worldwide since 1972.

Be it opening Glastonbury festival in front of 40,000 people or working intimately in care homes with people living with dementia, we believe in the transformative and connecting nature of music. That connection drives us, and we work with the best creative talent to make this happen.

With our live performances, we play music with no boundaries. From an orchestral rave performed in isolation to over one million people during the Covid-19 pandemic, to touring Mozart in the most beautifully intimate concert halls or re-imagining classical music with electronic producers at the top of their game, we believe great music is great music and we present this to you at the highest level.

To achieve our artistic excellence and forward-thinking ethos, collaboration is at the heart of everything we do. Led by our visionary Music Director, Gábor Takács-Nagy, we collaborate with diverse international artists, from New Order to Martha Argerich and AFRODEUTSCHE to Lewis Capaldi.

Our artistic vision is based on the belief that what we perform and where we perform must be representative of our current society. To do that we, as a team, commit to constantly challenge the way we work and how we can be more inclusive.

## About this role

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We are looking for an enthusiastic and motivated individual to join our team as a Digital Marketing Manager. We're looking for a passionate storyteller, to help us communicate the impact we make and find like-minded people.

With the support of the Head of Marketing and Communications and a freelance videographer (3 days per week), you will be responsible for creating, improving, and maintaining a range of digital content to help Manchester Camerata achieve its goals. It will be your duty to create high-quality, sharable content to raise brand awareness with the help of our freelance videographer. You will also research into digital trends, monitor web traffic, and social media channels to identify best practices and grow followers as well as an array of other marketing tasks. We're looking for someone who is a great communicator and passionate about shaking things up. You don't have to have a classical music background for this position, we just want you to be passionate about music, the effect it can have on people and have an open ear and mind.



## Employment terms

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**Job title:** Digital Marketing Manager.

**Reports to:** Head of Marketing and Communications – Sebastian Mariner

**Appointment details:** 5 days per week / 35 hours, including weekend and evening work where required. (We have potential flexibility for the right part-time candidate).

**Salary:** 28k per year

**Places of work:**

- The Monastery, 89 Gorton Ln, Manchester, M12 5WF.
- Some flexibility on home working possible.

In addition, you may be asked to visit projects that we deliver across the boroughs of Greater Manchester and further afield to collect content for digital comms. The cost of additional travel, outside of your daily commute to and from your places of work, and outside of Manchester (for e.g., to a care home in Wigan or a concert in Rochdale), will be reimbursed (as detailed in our Expenses Policy).

## Job Description and Key Responsibilities

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<b>Job Title:</b>	Digital Marketing Manager
<b>Reports to:</b>	Head of Communications and Marketing
<b>Works alongside:</b>	Videographer/Content producer (Part-time)

1. With the assistance of the Head of Communications and Marketing and our part-time videographer (3 days), plan an annual programme of digital activity in line with the Strategic Plan and the annual concerts and community programme.
  - a. Work with the Head of Comms and Marketing & wider team to plan and prioritise all digital activity to reach intended targets. – E.g. work closely with Head of Philanthropy to create engaging content to leverage new donors or work with Creative Director to create content to leverage new concerts work.
  - b. Work with our freelance videographer (3 days a week) to capture & create new content.
  - c. Collaborate closely with our PR and Comms consultants to create content to target specific media.
  - d. Plan and oversee the digital media budget with the Head of Comms.



- e. Liaise with artists, audience members and participants of our community programme and conduct further research to help you create interesting and engaging online content.
  - f. Be aware of all safeguarding and video legalities. E.g. Working with vulnerable people/ copyright.
  - g. Research into digital trends and potential partnerships including influencer marketing.
2. Deliver the digital content in the most impactful way possible.
    - a. With support of the Head of Communications and Marketing, create an annual digital media plan which fulfils the digital strategy (e.g. creates a growth in socials, growth in engagements work and delivery of our key messages).
    - b. All digital marketing campaigns should be created in collaboration with the organisation's team and stakeholders to maximise return and reach agreed targets including new audience and donor targets.
    - c. Share the human stories at the heart of our work.
    - d. Support the Head of Comms on all digital comms, including our e-newsletter, social media channels and website updates.
  3. Monitor and evaluate the digital output to reflect both quantitative and qualitative outcomes.
    - a. Monitor all social media stats and adapt plans as necessary to achieve growth in reach etc.
    - b. Update current social media best practice and trends enabling the team to create dynamic and engaging content.
    - c. Report on all aspects of our digital work to management team/ board where appropriate. Use suitable evaluation metrics (e.g. reach and engagement) to adjust our digital plan when needed.
  4. Undertake any other appropriate activity as part of the Marketing Team.

## Required and desired skills.

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- 2 years experience working within digital comms/ marketing / communications.
- A thorough understanding of social media platforms.
- An understanding of digital advertising (Facebook/ Instagram Google Ads).
- An awareness of current cultural trends within social media.
- An ability to emotive through written word – using suitable language to get people excited about an idea.
- A strong storyteller and communicator.
- A basic understanding of the Adobe Suite (in particular Photoshop & Premier Pro).
- A passion for the arts.
- Experience of working within a fast-paced environment





## Recent Highlights

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★★★★★ 'Energetic Mozart up there with the very best... soloist, conductor and orchestra conjure up a magical soundworld' - BBC Music magazine



Our recording of British-Iranian composer, artist and turntablist, Shiva Feshareki's stunning Venus/ZOHREH.



Commissioned exclusively by Manchester Camerata, the 'Untold' series tells real-life stories through music and spoken word. In this episode, we work with our Music Director Gábor Takács-Nagy.



Our performance of 'Joyful Joyful' with our Artistic Partner AMC Gospel Choir.



Our Camerata commission, 'Be Still' by Daniel Kidane is now played internationally, including by the San Francisco Symphony.



We've opened Glastonbury Festival in front of 40,000 people with Hacienda Classical, a jubilant and very Mancunian project that now tours nationally each year.



## Application Process

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If you've got this far, we'd love you to apply!

If you think it could be for you but feel uncertain about anything, or just want to find out more about what's in this document we'd like to offer you some time to find out more. Contact Seb Mariner on [SMariner@manchestercamerata.com](mailto:SMariner@manchestercamerata.com) / tel: 07784242004

From there onwards, here are the details.

- **A one-page letter that tells us about you, why you'll be great at the role and what you'll add to our culture.**
- **A CV (max 2 pages)**
- **Deadline for applications Sunday 31<sup>st</sup> March 23:59.**
- **Interview week commencing 8<sup>th</sup> April.**
- **All applications to be sent to [Jobs@manchestercamerata.com](mailto:Jobs@manchestercamerata.com)**

After applying, all applicants will be sent a survey link to help us gather equal opportunities data, which will inform Manchester Camerata's organisational development regarding its Diversity and Inclusion policy and objectives. Please let us know if you have any additional requirements that will help you with your application.

**Please contact Sebastian Mariner, Head of Communications and Marketing for any queries**

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Email: [Smariner@manchestercamerata.com](mailto:Smariner@manchestercamerata.com)  
Tel: 07784242004