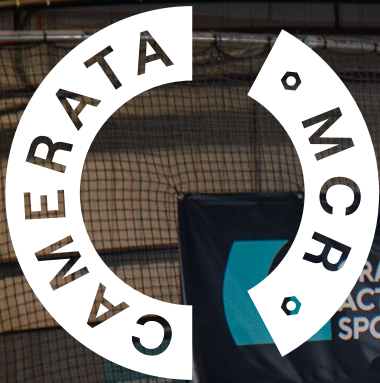




BOULDERING



SENIOR MARKETING OFFICER

Manchester Camerata - Recruitment





Manchester Camerata

Manchester Camerata is the UK's most relentlessly pioneering orchestra, known for constantly innovating – redefining what an orchestra can be.

Whether performing with the Pet Shop Boys live on MTV to over 300 million people worldwide, or touring international concert halls with the greats of classical music, Manchester Camerata exists to transform lives through exceptional music.

Led by their Music Director, Gábor Takács-Nagy, and their artistic partners, they have hosted orchestral raves, brewed beers, released award-winning short films, made sportswear, and have attracted millions of streams worldwide. They are also proud to be Classic FM's only partner in Greater Manchester.

Camerata believe in the transformative power of music – on or off the stage. This belief has led them to become leaders within music, health and wellbeing, hosting the UK's first Centre of Excellence for Music and Dementia. Here they impact thousands with their award-winning Music in Mind programme, backed by over 12 years of research in partnership with The University of Manchester. Their vision for this work is to embed creative music-making within the dementia pathway.

Camerata are fierce champions for the future of their art form. Their ABO Award-winning Camerata 360° Ruth Sutton Fellowship programme is designed for musicians in the North, setting new standards by equipping them with skills in all the ways music can make an impact.

They achieve all of this from their home, The Monastery, Manchester, a stunning 19th-century monastery in Gorton, working closely with the local area, engaging with schools, youth zones and care homes to create social connections across the community.

At the heart of all their work is an orchestra of exceptional musicians. Led by Caroline Pether, their players are known for their incisive empathy, which they apply to every aspect of their work.

Through their wide-ranging work, Camerata break down barriers and make orchestral music more accessible, connecting with people from all walks of life and creating new ways to engage with the art form.

Manchester Camerata consistently questions and challenges what a 21st-century orchestra should be, pushing the envelope of the orchestral sector.



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About this role

From beers, to tattoos, to 'orchestra and chill', BBC documentaries, 5-Star reviews, Classic FM Partnerships, and Nike bootleg t-shirts - Manchester Camerata is leading the way in innovative disruptive communications executed at the highest level.

We are looking for an enthusiastic, motivated, self-starting, and target driven individual to join our team as a Senior Marketing Officer. We're looking for someone who is resourceful, can help drive ticket revenue and sales, and a passionate storyteller, to help us communicate the impact we make.

With the support of the Head of Creative Brand and a freelance videographer (3 days per week), you will be responsible for maintaining and growing our social media output, preparing presentations and documents, and making sure we reach our financial targets on ticket sales.

We are a small and supportive team, who are highly ambitious and intent on making a mark within the arts sector. You will be well supported in your role, but we want you to have initiative and relish making impact on the areas mentioned above.

With the help of our freelance videographer, it will be your duty to create high-quality, sharable content to raise brand awareness and help Camerata achieve its strategic goals. You will be aware of digital trends, monitor web traffic, and social media channels to identify best practices and grow followers as well.

We want you to be able to have a strong understanding of running digital marketing campaigns and be able to quickly raise alarm bells when things aren't moving as well as we want. We also expect you to have a basic understanding of the Adobe suite and be able to make assets/presentations with the help of templates.

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. With a high volume of activity running across the communications team (from community to concerts and beyond) we need you to be able to work in a fast-paced environment and have strong organisational skills.



Employment terms

Job title: Senior Marketing Officer.

Reports to: Head of Creative Brand – Sebastian Mariner

Appointment details: 5 days per week / 35 hours, including weekend and evening work where required.

Salary: 30k 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 communications. 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

Job Title:	Senior Marketing Officer.
Reports to:	Head of Creative Brand
Works alongside:	Videographer/Content producer (Part-time)

1. With the assistance of the Head of Creative brand and our part-time videographer (3 days), plan an annual programme of marketing activity and digital activity in line with the Strategic Plan and the annual concerts and community programme.
 - a. Work with the Head of Creative Brand & wider team to plan and deliver marketing campaigns for performances, events and other activity. E.g. fundraising campaigns, communications messaging broadcasts.
 - b. Manage campaign timelines, ensuring activity is delivered on time and to a high standard.
 - c. Create and coordinate content across social media, email and website channels.



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- d. Work with our freelance videographer (3 days a week) to capture & create new content.
 - e. Write engaging copy for marketing materials and digital platforms.
 - f. Support audience development and identify opportunities to reach new audiences.
 - g. Liaise with artists, audience members, donors and participants of our community programme and conduct further research to help you create interesting and engaging content.
 - h. Be aware of all safeguarding and video legalities (e.g. Working with vulnerable people/copyright).
 - i. Research into digital trends and potential partnerships including influencer marketing.
2. Deliver the annual content plan in the most impactful way possible.
 - a. With support of the Head of Creative Brand create an annual content 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 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 – setting agreed briefs and intended outcomes.
 - c. Plan and diarise deadlines to organise workflow across the communications plan.
 - d. Share the human stories at the heart of our work.
 - e. Support the Head of Creative Brand on all other communications, including our e-newsletter, social media channels, website updates and beyond.
3. Monitor and evaluate the digital output to reflect both quantitative and qualitative outcomes.
 - a. Monitor all social media statistics 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 Communications Team.



Required skills.

- 2+ years experience working within marketing / communications / digital communications.
- A thorough understanding of audience behaviours and social media platforms.
- A strong 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 (Photoshop & InDesign).
- A passion for the arts – Classical music knowledge not essential.
- Experience of working within a fast-paced environment, a self-starting initiative and a hunger to achieve great results.

Application Process

If you've got this far, we'd love you to apply! Please reach out if you feel your knowledge is lacking in a specific area but are still interested.

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 Sebastian Mariner on SMariner@manchestercamerata.com / tel: 07784242004

From there onwards, here are the details.

- **A one-page cover letter that tells us about you, why you'll be great at the role and what you'll add to our culture – PLEASE DON'T USE AI, WE WANT TO LEARN ABOUT YOU, YOUR WRITING STYLE, AND PERSONALITY!**
- **A CV (max 2 pages)**
- **Deadline for applications Sunday 15th November 23:59.**
- **Interview week commencing 23rd November.**
- **All applications to be sent to Jobs@manchestercamerata.com**



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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 Creative Brand for any queries

Email: Smariner@manchestercamerata.com
Tel: 07784242004