



Communications Manager and Projects Coordinator

Candidate pack



The English Concert

Welcome

Thank you for your interest in joining The English Concert. The Communications Manager and Projects Coordinator post is a new role that will make a crucial contribution to our work as we enter a significant expansion phase and embark on a very ambitious digital project. We hope it will be an excellent opportunity for you in your career.

The English Concert is recognised as one of the world's great chamber orchestras and has been at the forefront of period instrument performance for almost 50 years. We are working to build an exciting future for the orchestra to ensure we can continue to share exceptional musical experiences with audiences across the globe.

We are looking for a talented candidate with a creative disposition to help us bring audiences, both live and online, and our musicians together, manage our communications, particularly in the digital sphere, and assist in the delivery of our increasing activity both in the UK and internationally. We have already doubled the number of live performances from pre-pandemic and just embarked on our new landmark digital project, *Handel for All*. As part of a small and close-knit team, you will be fully embedded in the organisation's operations and work closely with the Chief Executive and Orchestra Manager, as well as our various partners in the UK and internationally.

If you are very well organised with keen attention to detail, have a passion for music, possess excellent communication skills and an ability to work effectively with a range of people, managing multiple projects at once, we would love to hear from you

Alfonso Leal del Ojo
Chief Executive

The English Concert, Registered charity number 271765

ABOUT US

The English Concert is recognised as one of the world's great chamber orchestras. We have been at the forefront of period instrument performance for almost 50 years.

Our focus is the music of the 17th and 18th centuries. Our style is to balance energetic virtuosity with lyric sensitivity, and our purpose is to share our music-making, in live settings, through recordings and online.

Under the artistic direction of Harry Bicket and principal guest Kristian Bezuidenhout, The English Concert has earned a reputation for combining urgency, passion and fire with precision, delicacy and beauty.

The artistic partners we collaborate with reflect and enhance our pursuit of new ways to bring our music to life. Joyce DiDonato, Dame Sarah Connolly, Iestyn Davies, Trevor Pinnock, Dominic Dromgoole, Tom Morris and many more have not only brought their extraordinary skills to individual projects but continue to help us to shape the way we perform.

For further information about The English Concert: englishconcert.co.uk

THE ROLE

Job Title	Communications Manager and Projects Coordinator
Location	Remote working until February 2023, then at new office premises in London at least twice a week. Also on tour, both in the UK and internationally, as required
Reports to	Chief Executive
Key relationships	Orchestra Manager Development Manager Artistic Director

Purpose

The Communications Manager and Projects Coordinator will work with the Chief Executive to craft compelling and creative marketing campaigns that bring our audience and musicians together. The successful candidate will increase the reach and engagement of our live performances and digital work. They will also need to coordinate the production and delivery of our digital assets across a range of social and online platforms, help with the coordination of recording projects, and support the orchestra manager with any other necessary performance project needs.

Key elements of the role

The successful candidate will:

MARKETING CAMPAIGNS

- Research, deliver and evaluate concert marketing campaigns, collaborating with the broader team. This will include planning and briefing advertising, researching partnership opportunities, writing copy, and creating email and mailing campaigns.
- Produce engaging marketing communications, including blog posts, leaflets, advertisements, email campaigns, artist interviews and trailers.

DIGITAL

- Write and publish posts on TEC's social media platforms (Instagram, Twitter, Facebook, TikTok, YouTube), respond to comments, and monitor engagement.
- Keep up to date on social media trends and ensure that TEC embraces all available platforms and uses them to the best of their ability. Keep records of and evaluate the impact of social activity to inform future decision-making
- Send regular newsletters - seasonal news and updates in between
- Produce digital content and assets, including promotional films and trailers, interactive social media content and branded slides, using Canva, Adobe Creative Suite and Davinci Resolve. Training can be provided, but the role requires a digitally savvy candidate and experience is preferred.
- Manage the TEC website (WordPress) keeping it up to date with info, images, press quotes, audio and video content - concerts, news, about, mailing list sign-up, credits/logos, etc
- Monitor use of / maximise Search Engine Optimisation SEO
- Manage digital advertising campaigns (Facebook, Google Ads, and any others deemed important as platforms evolve)
- Collate and circulate digital assets for promoters and venues.

PARTNERS

- Liaise with promoter marketing staff, monitoring and supporting their campaigns, taking into consideration their press launch and on-sale dates
- Share TEC/concert materials - details (music, performers), photographs, video content
- Share TEC/concert programme information - concert info, notes, biogs, orchestra biog, credits, etc

AUDIENCE DEVELOPMENT

- Look at ways of growing audience database liaising with venues as data share agreements allow.

PRESS AGENCY

- Liaise with TEC's PR agency to discuss season strategy, agree on objectives and media plan
- Be the conduit for providing them with up-to-date information and ensure they are kept abreast of activity in a timely manner
- Agree on a programme of press and media activity
- Share information, photographs, and video content and any other relevant material to support the agency's work
- Collate cuttings sent from the agency
- Extract /share best quotes with TEC team for use in fundraising, for use in newsletters, website, etc

PROJECTS

- Support Chief Executive with contractual and scheduling arrangements.

- Coordinate production needs in collaboration with the orchestra manager, ensuring touring arrangements are in place and all personnel and partners are briefed and informed of changes.
- Ensure the work schedule is always up to date with the latest information.

PERSON SPECIFICATION

In addition to interest and commitment to the overall aims of The English Concert, we are looking for someone with the following experience and aptitude:

EXPERIENCE

- Minimum two years' experience working in a marketing role with a sound understanding of marketing tools and systems
- Strong administrative experience, a good eye for detail, and exceptional written and proofreading skills.
- Proven creative flair and confident voice when discussing design and brand direction

KNOWLEDGE, SKILLS & ABILITIES

- Excellent interpersonal skills and the ability to manage a varied and complex workload
- Strong organisational skills with the ability to inspire trust; takes personal responsibility for delivering results effectively and swiftly and matches resources to business priorities.
- Skilled and confident communicator, both written and verbal, with meticulous attention to detail
- Strong IT skills and confidence using databases, digital marketing tools and advertising platforms.

SPECIAL CONDITIONS

- You must be eligible to work in the UK.
- To deeply understand the work that we do and the audiences we attract, the successful candidate would ideally attend some concerts and events outside of regular working hours. Time off in lieu is granted in line with TEC's TOIL policy.
- If your 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 who meet a majority but not all, of the skills/ experience outlined.

TERMS

Salary

c.£32,000, depending on experience. Full-time position.

Working hours

Core hours are 9.30 am to 5.30 pm (Flexible ie 10-6pm also possible). Work for concerts and events is part of the role, and time off in lieu will be agreed upon as appropriate with the Chief Executive.

Annual leave entitlement

Statutory Annual leave. Twenty five (25) days a year and, additionally, public holidays. If the ensemble performs during a public holiday, time off in lieu will be agreed upon as appropriate with the Chief Executive.

Pension

Statutory pension contributions. Employer 3%, Employee 5%.

HOW TO APPLY

Applications should include the following:

- A curriculum vitae giving details of relevant achievements in recent posts as well as your education and professional qualifications
- A cover letter that summarises your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification
- Details of your latest salary, notice period, names and contact details of 2 referees, together with a brief statement of the capacity in which they have known you and an indication of when in the process they can be contacted
- Telephone contact numbers (preferably daytime and evening/mobile) will be used with discretion.

SELECTION PROCESS

Activity	Date
Advertise	w/c 7th November
Closing date	30 th November
Shortlist and invite candidates	w/c 5 th December
Final panel interviews	12 th & 14 th December

CLOSING DATE FOR APPLICATIONS IS MIDNIGHT **30th NOV 2022**

Applicants who most closely fit our criteria will be shortlisted and invited for **interview on the 12th and 14th of December 2022.**

Fill out the application online at englishconcert.co.uk/vacancies/