



Job Description

Marketing Assistant, Chetham's School of Music and The Stoller Hall

Starting salary: c. £16,000 p.a. pro rata
17.5 hours per week

Two year fixed term contract subject to annual performance appraisal, reviewable and extendable by negotiation.

Responsible To: Marketing & Communications Manager

Hours of work: 17.5 hours a week (flexible hours)

Holiday Allowance: 20 days per year plus bank holidays, pro rata

Notice Period: 1 month

CONTEXT:

With 300 students aged 8 - 18, Chetham's is the largest specialist music school in the UK. Its students are drawn from across the UK and internationally, and over 90% receive funding through the UK government's Music and Dance scheme. This ensures that entry is based on musical potential only, and never on background or ability to pay.

In 2017 Chetham's opened The Stoller Hall; an £8.7m, 482 seat concert hall, with an outstanding acoustic perfect for orchestras, choirs, chamber music and recitals plus an adventurous programme of jazz, folk, pop, comedy and spoken word as well a range of conferences and events.

PURPOSE:

The Marketing Assistant will work closely with Marketing, Development, Programming and Box Office colleagues to assist with the marketing and publicity of Chetham's and The Stoller Hall. S/he will be closely involved in the coordination of student recruitment events such as Open Days; in concerts administration including listings, programme production, signage and information; and in general administration for the department, including a contacts database, customer communications and office resources.

KEY RESPONSIBILITIES:

The Marketing Assistant will:

1. Help more young musicians find out about Chetham's by maintaining a database of enquiries, schools and music services and providing them with timely information on Open Days and participatory events
2. Assist with the coordination of Open Days and similar school events
3. Respond to enquiries from prospective students and direct them to appropriate colleagues
4. General Marketing department admin including post and office resources
5. General support for marketing campaigns and production of publications
6. Researching new avenues for marketing Chetham's and The Stoller Hall activities, both on and offline
7. Regularly refresh and manage stocks of flyers, posters and other promotional materials throughout the site and at other city centre venues
8. Maintain accurate and up to date listings of Chetham's events both in house and on external websites
9. Respond to customer feedback and maintain an accurate record of enquiries and concerns
10. Regularly refresh and manage stocks of flyers, posters and other promotional materials throughout the site and at other city centre venues
11. Contribute to regular website maintenance including concert listings, job posts and other updates
12. Contribute content to social media accounts for both the School and Stoller Hall
13. Support the production and collection of content for concert programmes, listings and email communications
14. Become familiar with the Box Office system, supporting the processing of telephone and face to face bookings
15. Any other duties as required

GENERAL RESPONSIBILITIES

The Marketing Assistant will:

1. Promote Chetham's in a positive and professional manner at all times;
2. Display a flexible "can do" approach which will enhance Chetham's wider reputation;
3. Operate in accordance with Chetham's policies and procedures including, in particular, Chetham's Child Protection and Safeguarding Children Policy Statements (see separate document);
4. Undertake any training necessary to meet the requirements of the post;
5. Adopt a flexible approach to working hours as required by the business;
6. Undertake any other duties, relevant to the post holder's skills, which may, from time to time be deemed necessary;
7. Be open to new ideas, understand the need for change and be willing to adapt;
8. Be aware of the issues of equality and diversity, understand and be sensitive to cultural differences;
9. Be responsible for his/her personal presentation, health and physical fitness;
10. Maintain a high level of attendance;
11. Take all possible steps to ensure a safe working environment for self and other.

PERSON SPECIFICATION: MARKETING ASSISTANT

Essential

1. Good understanding of and enthusiasm for the arts and arts education, particularly music;
2. Strong interpersonal and communication skills including the ability to work with colleagues from multiple departments, with young people, families and audience members, and with school visitors
3. Good written communication skills, with the ability to adapt writing style to different audiences and contexts
4. Highly organised and motivated, with excellent attention to detail
5. A real team player – works collaboratively with all colleagues across the organisation and with key external players
6. Fluency with most common PC software and with the use of social media
7. A creative outlook and an aptitude to learn and grow within the role

Desirable

8. Experience of working in the classical music sector and knowledge of repertoire;
9. Experience of working in a school and/or an understanding of the music education sector;
10. Experience of events planning and coordination, and of customer facing roles
11. Experience of ticketing software or a Box Office role
12. Experience of managing or contributing to social media in a professional context
13. Understanding of CRM software, ideally Ticketsolve

CHILD PROTECTION AND SAFEGUARDING CHILDREN

The post holder will be required to obtain clearance via Chetham's from the Disclosure and Barring Service and in addition to comply with the specific requirements of Chetham's in relation to child protection and safeguarding.

The post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact, will be to adhere to and ensure compliance with Chetham's Child Protection and Safeguarding Policy Statements (available at www.chethams.com) at all times. If, in the course of carrying out the duties of the post, the post-holder becomes aware of any actual or potential risks to the safety or welfare of children in Chetham's, s/he must report any concerns to Chetham's Child Protection Officer or to the Head (as appropriate).

This Policy and Procedure is in line with national directives and must be adhered to by all staff. Chetham's is committed to the development of good practice and sound procedures. We will always endeavour to fulfil our duty to challenge or intervene in order to protect all students at Chetham's. Concerns and referrals will be handled in a sensitive and professional manner which will support the needs of students and staff. Chetham's recognizes the contribution it can make to protect and support students.

I agree that I have read and understood the attached job description.

Employee's name

Employee's signature

Date