



Job Description Audience / Participant Development & Marketing Manager

Job Purpose

sound is a collaborative new music organisation based in Northeast Scotland. The main new musical genres of sound are typically non-commercial, non-mainstream music forms. We work closely with composers, creators, collaborators and performers to present and explore predominantly contemporary classical, electro-acoustic, improvisation and experimental music (sometimes with audio-visual elements) as well as performance or cross-genre projects, and sound art.

Our aims are to:

- increase access to new music;
- encourage creativity;
- foster excellence and experimentation;
- nurture talent.

In order to do this, we run a composer development programme, an annual new music festival, a youth programme and are engaged within our local community. We thus engage with a number of different target groups: composers, musicians, audiences, young people, participants, & community members. We aim to reflect the diversity of society across those groups, & to remove barriers to participation in all activity.

The purpose of the Audience/Participant Development & Marketing Manager will be to develop & deliver a strategy to support the diversification & growth of audiences & participants across our activity, whilst making the organisation more visible locally, nationally & internationally.

Time commitment/place of work:

The post is a 0.6 part-time post (annualised across the year), which will involve some evening and weekend work. **sound** is based in Aberdeen, & offers a mix of home and office working.

Responsibilities & key tasks:

- You will work collaboratively with the staff team to develop a strategy for audience & participant development that aims not just to grow but also to diversify audiences & participants. You will be responsible for gathering existing research & good practise to help with this.

- You will be expected to get actively involved in our day-to-day activity in order to fully understand who we engage with and how we can increase the diversity of those who take part.
- You will foster partnerships with individuals and organisations that help deliver the audience & participant development strategy.
- You will foster partnerships within key organisations locally, nationally and internationally with the aim of increasing the organisation's visibility. You will coordinate with our press officer to help achieve this aim.
- You will keep abreast of developments in audience development and marketing, and implement these when relevant within the organisation.
- You will participate in joint reflection and sharing groups on marketing e.g within Culture Aberdeen.
- You will devise a marketing plan that encompasses not only the festival but also the rest of our activity, and will be responsible for recruiting participants & reaching audiences. This may include, but is not limited to, tasks such as:
 - Organising the coordination of flier / brochure design, print and distribution;
 - Publicising participative opportunities by posting on relevant websites and sending information to targeted organisations & interested individuals;
 - Making sure biographies, photos and other necessary information are obtained for the website, event information, brochures and programmes.
 - Coordinating advertising space;
 - Doing regular email updates to the mailing list;
 - Making sure the website remains up-to-date and interesting, with content that engages audiences;
 - Ensuring a regular presence on social media that includes sharing our own events and opportunities, but also relevant information from other organisations that may be of interest to our followers;
 - Organise any necessary event photography and videography;
 - Manage marketing and photography/videography volunteers during the festival;
 - Coordinating with the PR Manager to help prepare media listings, deal with local media and arrange for local press & photo opportunities.
 - Any other ideas / tasks that surface from the marketing strategy.

General

sound is a small organisation with a small staff team. As such all staff can be involved in idea-sharing & making suggestions, and all are expected to help with the running of events, in particular in the run-up to and during the **soundfestival**, which is a particularly busy period. All staff members must take initiative and be prepared to do any task required of them to ensure the smooth running of events (photocopying, moving music stands/seating etc...), and to support colleagues. An inclusive and welcoming attitude to audiences, participants, volunteers & artists is expected!

We aim for our organisation to be as welcoming as possible, and encourage an atmosphere of mutual support, consideration and respect between staff members. We encourage diversity in the workplace by valuing different viewpoints and approaches, and aim to create an environment where our workers can fulfil their potential regardless of

their background, identity or situation, creating an inclusive workforce that makes individuals feel equally valued and able to contribute.

We are a Fairwork employer and have strong environmental values and commitments. These are articulated through relevant policies and action plans.

Person specification

The successful candidate have an interest in contemporary music/culture and a commitment to widening the reach of the arts. Although prior experience of this sort of role would be useful, it is not necessary, and we are above all looking for someone who is keen, self-motivated, able to think creatively, and capable of working on their own initiative as well as working as part of a team. Candidates should be well organised and flexible, with excellent written/verbal communication skills and at ease with social media and IT. A working knowledge of North East Scotland would be helpful.

Essential

- Experience of working/volunteering with an arts organisation.
- A good understanding of the role and a commitment and enthusiasm to achieving its aims.
- Excellent social media skills and Content Management Systems experience. IT skills (Microsoft Excel, Word, Outlook).
- The ability to manage a website and to create interesting content (including interviews, short films, recordings...).
- The ability to think and plan strategically.
- Excellent communication skills, needed both internally with the staff team, and externally with potential and actual partners.
- The confidence to research and approach new partners and suppliers.
- Project management experience.
- The ability to draft and monitor a budget.
- The confidence to work independently as well as part of the team, exchanging and discussing ideas with colleagues.
- An ability to remain cheerful and work flexibly and efficiently under pressure.
- Willing to work occasional weekends and evenings, as well as long and unsociable hours in the run up to and during the **soundfestival**.
- A commitment to equity, diversity and inclusion and to environmental sustainability.

Desirable

- A background in the arts.
- Musician and/or an interest in contemporary classical music.
- A resident of North East Scotland with knowledge of the local area and arts scene to feed into any strategy and to facilitate attendance at events.
- Knowledge of **soundfestival**.
- Experience of meeting deadlines and handling multiple priorities.
- Experience of using design/video/photo editing software.

As an organisation that has an inclusive approach to recruitment we welcome applications from a diverse range of candidates, and we would especially like to hear from applicants that represent disability, gender reassignment, ethnic minority and LGBTIQ+ as these characteristics are currently underrepresented within our organisation.

Pay: £25,000 per annum pro rata