

MUSIC IN THE ROUND



INFORMATION PACK for MARKETING & COMMUNICATIONS OFFICER



Deadline for applications

9.00am, Tuesday 5 July 2022

Music in the Round is an Equal Opportunities Employer

We want our workforce to be representative of all sections of society and actively welcome candidates who are currently under-represented in the arts: people of colour, and/or anyone who self-identifies as LGBTQIA+ and/or self-identifies as disabled.

Music in the Round, 4th Floor, Sheffield Central Library, Surrey Street, Sheffield S1 1XZ
Registered Charity no. 326811. Company no. 1880734. VAT no. 391 1875 33

Feedback and endorsements for Music in the Round

“Music in the Round has revolutionised the way we listen to music”

Sean Rafferty, BBC Radio 3, In Tune

“Music in the Round is a huge success story and one of the most inspiring festivals in the country.”

John Suchet, Classic FM

“What we treasure so much about this venue, and this organisation, is that everyone is welcome ... everyone is important...it truly is a unique gem of the UK Classical Music scene....”

Marmen Quartet

“For a booster shot of cultural optimism there’s always Sheffield. Packed all around [Ensemble 360] was an audience whose youth and diversity outstripped the most fevered imaginings of an Arts Council equality commissar.”

The Spectator

“I was impressed with every aspect of the event, especially with the talk, which was so very interesting and inspirational, pitched at exactly the right level for us and delivered so engagingly. The performances themselves were magnificent too.”

U3A Music Appreciation Group audience member

“The kids all had a great time - for many it was their first trip to a theatre. Everyone, staff and kids, were on a high heading back to school afterwards. We especially liked getting to meet the orchestra afterwards and hearing the instruments up close”

Teacher, Sheffield

Crucible Studio Theatre, Sheffield



Background

Music in the Round (MitR) was established in Sheffield in 1984 by Peter Cropper and the renowned Lindsay String Quartet, who pioneered the idea of music performed and listened to 'in-the-round'. When The Lindsays retired in 2005, we formed Ensemble 360, a group of 11 highly talented musicians who are at the core of all our activity. We are now the leading national promoter of chamber music, presenting hundreds of events in partnership with venues across the country to thousands of people of all ages, particularly in areas where there is little provision of professional live classical music, including Doncaster, Barnsley, Portsmouth and Barking & Dagenham. A highlight is our annual nine-day Sheffield Chamber Music Festival in the Crucible Theatre each May, as well as activity across the city in unusual venues. We are also known for our extensive Learning & Participation (L&P) programme, which reaches around 10,000 children and young people each year. Music in the Round is an Arts Council England National Portfolio Organisation (NPO) and is supported in kind by Sheffield City Council.

Our mission has always been to 'get people closer to the music'. Audiences do this by experiencing live music while seated in the round; musicians introduce themselves and the music they're playing; and we also provide contextualising talks, participatory events and online resources as part of our programme. Although 'in the round' is defined through the physical arrangement of the audience sitting around the musicians, just a few metres away from amazing artists playing spine-tingling music with their heart and soul, fundamentally it is about connecting people to each other through music in a way that lives on long after the event.

As well as attracting high quality artists to Sheffield, including Stephen Hough, Elaine Mitchener, Craig Ogden, Rachel Podger and our singer-in-residence Roderick Williams, we are currently building on burgeoning collaborations with the Royal Philharmonic Society, Psappha, Leeds Conservatoire, Leeds International Piano Competition, Young Classical Artists Trust and the Royal Over-Seas League to expand our profile and reach across the north and nationally. We are a partner in the current plans to turn a disused building in the centre of Sheffield into Harmony Works, which will house the Music Hub, Music Academy and MitR, along with other organisations, creating a hive of musical activity right in the heart of the city.

Marketing & Communications Officer

Overview

MitR is seeking a Marketing & Communications Officer to work closely with the Marketing & Communications Manager to grow and diversify our audiences, improve income generation and promote the organisation and its activity to stakeholders across the country. For this new role we would like to work with someone who is passionate about what we do, who will join us at an exciting time as we focus on fully integrating all our strands of activity with venues around the country.

We are looking to appoint someone who has some marketing and communication experience, whether professional or voluntary, who is able to work independently as well as part of a team. The role includes digital and social media marketing, relationship building and development, some print production and data gathering and collating, as we aim for our activity to be accessible to more people in more places. We would like to work with someone who is motivated, passionate and knowledgeable about music, with a deep commitment to diversity and inclusion in every aspect of our work, and a desire and ability to work collaboratively with a range of people and partners.

Job Description

Main Duties

- Working with the Marketing & Communications Manager to plan and support delivery of online and offline marketing campaigns for our activity in Sheffield, Barnsley, Doncaster and nationwide.
- Maintaining MitR's social media accounts with organic and sponsored content (Twitter, Facebook, Instagram and any other platforms as required) to promote activity and news to relevant audiences, and supporting/sharing other organisations' activity as appropriate
- Maintaining and updating the MitR website with content including news, events, programme notes and audio clips
- Planning, producing and distributing print and digital communications for activity in Barnsley and Doncaster (in liaison with The Civic in Barnsley and Cast in Doncaster)
- Developing partnerships to help promote specific concerts and activity in our Sheffield programme
- Supporting the creation of audio clips and music videos for MitR's website and/or YouTube channel, including light editing and adding MitR branding, and supporting any live-streaming activity
- Undertaking additional promotional activity for the annual Sheffield Chamber Music Festival, such as offers with local businesses and liaising with Marketing Sheffield, and collaborating with other organisations in the city for reciprocal marketing
- Supporting the production of the printed MitR Friends' newsletter in collaboration with the Development Manager
- Supporting the Marketing & Communications Manager in the planning and implementation of any other ongoing promotional marketing and communications materials as required
- Producing promoters' packs with marketing information for national venue partners to support their promotion of MitR activity and events
- Supporting the evaluation and reporting of activity through data capture and collation, and maintaining MitR's in-house mailing lists
- Keeping relevant documents updated with box office data for all events, in collaboration with Programme Managers and Marketing & Communications Manager

General Duties

- Attend concerts and activities to develop and maintain a knowledge of MitR events and relationship with audience members
- Participate in team meetings reporting on concert activity and contributing to forward planning and business development as required
- Undertake general office duties, including answering the phone, responding to general enquiries, filing and archive maintenance
- Observe and act positively upon the Equal Opportunities policies of MitR and observe all Health and Safety regulations in concert and other event venues
- Be familiar and comply with relevant policies and procedures including, but not limited to: Risk Management, Data Protection, Safeguarding, Financial Regulations of MitR and Disability Discrimination Acts

Skills and Experience

We are looking for someone with the experience of liaising with musicians and collaborating with a range of people from different backgrounds, who can demonstrate the following:

- an excellent eye for detail and strong communication skills, both written and verbal
- experience of using print and social media for promotional purposes and engaging online audiences
- some experience or willingness to learn of creating videos and online content using digital tools and media
- experience of creating content for and updating websites
- familiarity with a design package such as Canva, Photoshop and/or InDesign
- an appreciation of the need for and a commitment to audience development, including data-gathering, analysis and reporting
- an aptitude for good public and internal relations
- strong organisational and scheduling skills so that promotional activity is planned in an accurate and timely manner
- self-motivation and the ability to work alone as well as part of a team
- an interest in the arts, preferably classical music and contemporary music, and a willingness to promote other musical genres such as folk, jazz and non-Western classical traditions as well as the music of under-represented composers
- the ability to work collaboratively with other staff members, Ensemble 360 musicians, guest artists and volunteers
- an understanding of the administrative and business needs of an arts organisation, including governance, fundraising and marketing /public relations

Organisational Structure and Governance

Board of trustees

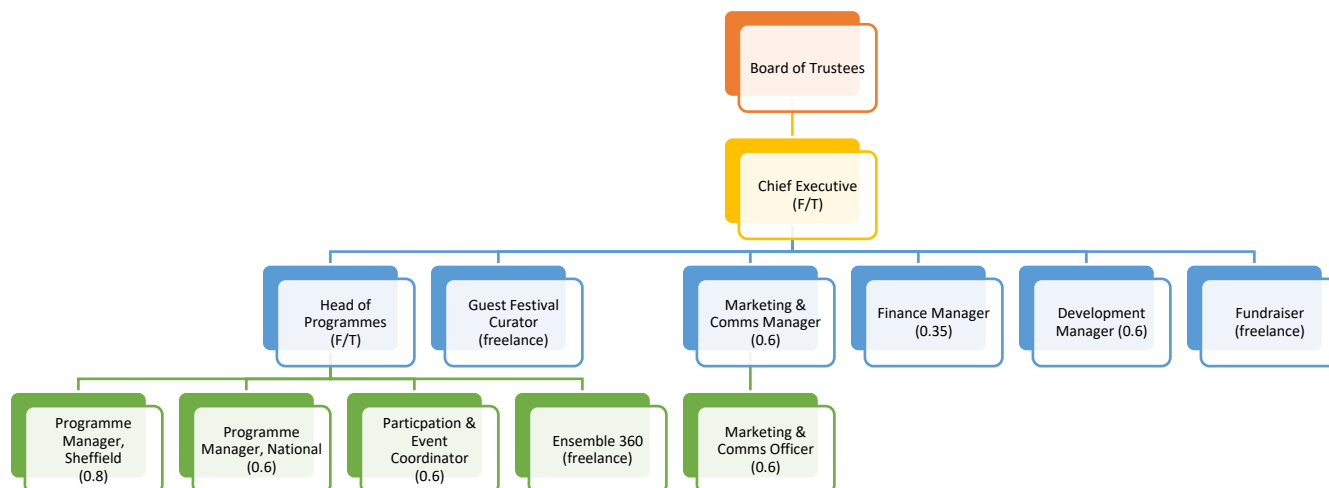
The board currently comprises 12 members. The trustees have a range of backgrounds and skills, including financial, music administration, law, working in community settings, academic research and social sciences. The current Chair, Jenny Dibden-Stevens, assumed the role in June 2022, and is a senior civil servant.

Staff

Following the current round of recruitment there will be nine members of staff. Two members of staff are full-time and five are part-time. The Marketing & Communications Officer will report to the Marketing & Communications Manager. As well as recruiting this role, we are also recruiting for a new Programme Manager, National.

The staff is formed into two programming and event teams, one of which is responsible for activity based in Sheffield, and one responsible for activity in South Yorkshire and around the country. They are supported by the administration team.

From autumn 2022 the MitR team structure will be:



Salary

This is a part-time permanent position of 21 hours per week (0.6).

The salary for this role is £21,420 FTE per annum (12,852 pro rata 0.6 FTE)

Office base

The post will be based at the company's office: Music in the Round, 4th Floor, Sheffield Central Library, Surrey Street, Sheffield S1 1XZ. There is flexibility around home working; however, this role collaborates with many other members of staff, so it is preferable that as much time as possible is spent in the office each week.

Holiday

17 days per annum, including public holidays (28 pro rata), rising to 20 days per annum after two years in post (33 pro rata).

How to Apply

- Send a copy of your CV and a covering letter (maximum 2 pages) or a video application (maximum three minutes) detailing why you are a suitable candidate for the job with reference to the Job Description to jo@musicintheround.co.uk by the deadline
- Complete an online Equal Opportunities Monitoring Form as part of your application, details of which will be sent to you upon submitting your application
- For a confidential conversation about the role, please contact Chief Executive Jo Towler on jo@musicintheround.co.uk or call 07971 574264.

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