

Live Music Now Scotland Communications Manager: Job Description

Title of post:	Communication Manager (part time)
Description:	Flexible and experienced marketing and communications professional working with leading education & outreach/professional development charity
Accountable to:	Director
Hours:	14 – 21 hours per week to be discussed and worked flexibly
Location:	Edinburgh office space available with flexibility to work from home. Must have the ability to attend regular meetings/events in Edinburgh, Glasgow and wider central belt, in person or over Teams/Zoom.
Salary/Fee:	circa £28,500 per annum (pro rata)
Closing date:	12 noon, Friday 31 March 2023
To Apply:	Please apply in writing with the following information: <ul style="list-style-type: none">• A covering letter explaining setting out how your skills and experience meet the person specification.• An up-to-date CV giving evidence of relevant experience, in not more than 2 sides of A4. Applications should be submitted to alison.fraser@livemusicnow.scot and include Communications Manager in the subject line of the email.
Interviews:	18 th April 2023
Start date:	Early June 2023

1) Live Music Now Scotland

Live Music Now is the foremost outreach scheme for emerging professional musicians working with a wide range of audiences throughout the UK.

It has two aims:

- To promote the transforming experience of live music amongst people who would not normally have access to it, especially those whose lives are restricted by disability, poverty, isolation or illness.
- To support outstanding emerging artists in the early stages of their careers by giving them a variety of paid performing opportunities and training.

Live Music Now Scotland puts on 650 – 700 events each year throughout the country and internationally, delivered by a pool of around 120 emerging artists working in small ensembles across a range of genres e.g. classical, traditional, jazz and pop.

The strategic direction of Live Music Now Scotland's work is led by the Director, with support staff of General Manager, Finance Manager, Project Manager, Project Administrator and the new post of Communications Manager. With the exception of the Director and General Manager, all roles are part-time.

2) Main duties & responsibilities

This role works with the Director and wider team to co-ordinate and implement LMNS's social media and digital communications, marketing activity and media relations, raising LMNS's profile through general communications support and helping drive engagement, awareness and understanding of LMNS's activity and impact with a broad range of publics.

The successful candidate will be working closely with the LMNS team, to achieve its key communications objectives:

- Supporting the income of LMNS from both public and private sources by communicating a rich and complete picture of the work of LMNS and the impact it has.
- Continue to develop the profile of LMNS among a range of publics in order to generate performance opportunities to serve musicians and hard to reach audiences.
- Celebrating the social impact of music participation and listening.
- Attracting and supporting developing professional musicians.
- Support the objective of reaching a greater number of the public with live music experiences, especially those living in social isolation.
- Build awareness of LMNS and its work, developing its reputation and credibility as an organisation.

Audiences and Stakeholders of LMNS include:

- Musicians interested in the work of LMNS and auditioning
- Activity coordinators in care homes
- Parents, carers, families
- Promoters
- Funders - public funders and trusts
- School teachers / local authorities
- Concert venues / programmers
- Musicians on the scheme
- Concert goers
- Private supporters
- Sector partners
- International partners

Duties:

- To lead on the creation of a communications campaign across media, social media, digital communications and PR opportunities which is measurable;
- To create and manage digital marketing strategies across key channels (Twitter/ Facebook/ YouTube/ Vimeo/ Instagram);
- To manage the creation of varied and engaging content for use across LMNS's social media and digital platforms including liaising with LMNS musicians;
- To contribute to the content of and maintenance of LMNS's website;
- To build relationships with media, developing their awareness and engagement in LMNS's work and servicing them with press releases and news stories;

- To work with other partner organisations and venues to help raise awareness of LMNS activity and generate audiences where appropriate;
- To work with the LMNS team to communicate the vision and messages of the organisation;
- To create, compile and send LMNS e-newsletters every 2 months;
- To supply and keep up-to-date artist biographies, logos, photos etc. for LMNS performances in liaison with LMNS General Manager and Project Manager;
- To support the documentation of LMNS activities through photography, film and audio, and ensuring appropriate consent is in place;
- To contribute to and on occasion lead the development and delivery of print to meet LMNS's objectives
- To report regularly on progress, activities and outcomes to the Director including regular analysis of the campaign data across digital channels;
- To ensure all marketing resources created are stored securely on the LMNS server and labelled accordingly;
- To work with the LMNS team to ensure all activities take place within the legal and regulatory framework for data protection and are used in accordance with the consent provided.
- To assist at Artist Induction Meetings and deliver occasional training sessions to support musicians to use digital marketing effectively, contributing to their professional development while also promoting the work of LMNS;
- Undertake any other duties as requested by the Director, relevant to this post.

3) Terms & Conditions

The post is contracted on an employed permanent basis. The salary will be £28,500 pro rata per annum for 14 hours a week, and will be paid monthly, subject to any appropriate tax deductions.

- a) The appointment is subject to:
 - i) twelve weeks' notice of termination on either side;
 - ii) a probationary period of three months.
- b) Occasional evening or weekend work may be required. There is no overtime pay but time off in lieu may be arranged.
- c) Live Music Now Scotland provides a pension scheme for all eligible staff, currently set as 3% of salary, with employee contributions at 5%.

4) Equal Opportunities

Live Music Now Scotland endeavours to be an Equal Opportunities employer. LMNS will promote the following basic rights for everyone associated with it:

- to be treated with respect and dignity
- to be treated fairly at all times regardless of colour, race, age, nationality, gender, gender reassignment, marital status, disability, sexual orientation or religion or belief, and with consideration of needs for flexible hours and work patterns.

5) Safer Recruitment

LMNS activities often involve working with children, young people and adults at risk and with responsibility for organising these an understanding of safeguarding issues is essential. Appropriate checks will be undertaken with Disclosure Scotland for those coordinating LMNS activities and offers of employment are dependent on this.

6) Access

If you would like to submit your application in another format, we would be happy to accommodate this. Please contact the office or email alison.fraser@livemusicnow.org.uk so that suitable alternatives can be discussed.

This job description is a guide to the work that you will be required to undertake and represents a range of responsibilities in line with the grade for the post. It is subject to change, and will be reviewed regularly.

LMNS Communications Manager: Person Specification

	Essential	Desirable
Experience		
Traditional and digital marketing and audience development techniques, processes and strategies	x	
Confidence in dealing with the media	x	
2-3 years practical experience of working in a marketing role at manager level	x	
Experience of working in an arts or similar organisation, including some experience raising the profile of outreach/participation activity		x
An interest in music		x
An interest in social welfare and a strong commitment to the development of access to the arts for disadvantaged and disabled people.		x
Skills/competence		
Proven organisational skills and the ability to time-manage a varied and fast-paced work-load	x	
Excellent communication skills, written and verbal, with a ready willingness to engage with a diverse range of partners	x	

Able to represent the organisation and communicate confidently as required	x	
Knowledge and approach		
An interest in the professional development of young musicians and the role of outreach music and its impact both on participants and musicians		x
An interest in social welfare and a strong commitment to the development of access to the arts for disadvantaged and disabled people.		x
General		
Energetic, creative, entrepreneurial and committed	x	
Self-starting and ambitious, highly-motivated, able to set priorities, meet targets and work alone, while operating as part of a wider team under direction	x	