



Brixton
Chamber
Orchestra

Marketing and Development Manager Detailed Job Description

BCO Marketing and Development Manager, 12-month fixed-term contract, 2/3dpw, max £450/week fixed fee. (£150/day)

About Brixton Chamber Orchestra

The mission of The Brixton Chamber Orchestra is to provide fantastic orchestral experiences for the widest possible audience in Brixton and beyond. We do this by delivering music projects focussed around these strategic aims:

- Reach New Audiences
- Provide A Platform
- Innovate Musically
- Embed in the Community

These aims are underpinned by a commitment to excellence in performance, no matter where, when or for whom. We will strive for the best quality of music making possible, made possible by a strong and positive organisation. BCO is a non-political, non-religious, independent charity, appealing to everybody and playing anywhere. Brixton Chamber Orchestra is a registered charity (number 1181169) and complies with both Charity law and Trustees' legal responsibilities.

About you

You will be a skilled, pro-active administrator who can multi-task with ease and accuracy.

You will enthusiastically support innovation, and you will embrace the ever-changing environment that we all particularly find ourselves in at the moment.

You will be experienced in a range of development and marketing tasks, be efficient and meticulous, be able to manage your time effectively and have excellent written and verbal interpersonal and communication skills.

You will demonstrate a track record in fundraising and marketing including familiarity with a range of social media platforms as promotional tools. You will have some prior proficiency with design packages to promote BCO's work.

Emotional intelligence will be a must, as will a commitment to promoting equality, diversity and inclusivity, which will be at the forefront of decision-making for this fledgling organisation. A working knowledge of the orchestral sector is desirable, to help support the ethos of this emerging organisation.

About the role

Job title: Development and Marketing Manager

Type of Contract: 12-month fixed-term contract, part time - two or three days per week. Trustees will be happy to extend beyond 12 months, based on the scale of successful delivery of the strategies.

Fee: £450/week, fixed fee. (£150 per day)

Hours of work: fully flexible. Some will need to be within Business Hours.

Reports to: Director of the Brixton Chamber Orchestra.

Place of work: Your home or preferred place of working. Attendance at BCO projects is expected.

Start date: 03/05/2021 (tbc)

The post is offered on a three month probationary basis. The contract probation and quarterly appraisal processes will be run by a trustee, with the option of monthly one-to-one

meetings to discuss progress.

Overall purpose of the role

Brixton Chamber Orchestra is seeking to grow its small core team with an experienced manager in fundraising and marketing. The role which will work alongside the Artistic Director will lead on the creation, development and delivery of core strategies for BCO in order to grow the orchestra's presence and potential across Brixton and beyond.

The successful candidate will have proven success in marketing (including but not limited to: leading on end-to-end marketing activity, from planning and content production to post-event evaluation), and will be expected to build on this experience by undertaking fundraising activity to grow the revenues of this emerging orchestra. This is an ideal role for someone who has a genuine passion for music and can demonstrate not only their outstanding leadership, organisational, administrative, and people skills, but their affirmation with BCO's aims and core values.

Areas of work

Fundraising

1) Be accountable and responsible for the end-to-end creation and delivery of a comprehensive fundraising strategy, and associated delivery plans.

- Generation of leads for potential donors, putting in place and implementing plans to follow-up
- Proactive stewardship of individual and/or institutional donors, using all appropriate means of communication, from face-to-face meetings through to written reports
- Creation and administration of the BCO Friends scheme, taking personal responsibility for timely processing of all renewal notices, thank you letters etc. to ensure maximum donor retention
- Acting as an ambassador for the Friends scheme, working with the Musical Director to publicise the scheme to new audiences and demographics, in line with the marketing strategy
- Contribute to the development and execution of digital fundraising campaigns, in line with the marketing strategy.
- Attending BCO events and projects and ensuring any conversations with potential new Friends or donors are promptly followed-up
- Creating reports on progress against the strategy in support of BCO trustees' oversight.

Marketing

1) Be accountable and responsible for the end-to-end creation and delivery of a marketing and audience growth strategy and associated delivery plans.

- Devising, running and evaluating creative marketing campaigns for BCO's events and projects.
- Using data, market research and trends analysis to inform marketing activities.
- Managing a user-focussed, mobile-friendly approach to all marketing production, to help drive an outstanding audience experience.
- Being a BCO brand manager across all platforms.
- Attending BCO events and projects and ensuring content for promotion is generated and delivered across BCO's social media accounts.
- Creating reports on progress against the strategy in support of BCO trustees' oversight.

2) Digital and Social Media

- Delivering the highest quality digital marketing content for BCO's events and projects, managing the processes that support its production
- Responsible for uploading content and maintaining the BCO website
- Manage surveys, data collection and actions arising.
- Manage Zoom and other digital comms accounts
- Create and upload content to social media channels in line with the communications and branding strategy approved by the trustees
- Support the trustees in managing social media channels

3) Membership, Communications

- Plan and organise logistics relating to events
- Produce copy and design for Mailchimp newsletters

Note: This Job Description reflects the current situation and may well evolve.

Person Specification

You are incredibly organised, you thrive on attention to detail and you can think on your feet. You love working with people but are equally at home working on your own. You think ahead, can anticipate problems and identify solutions. You can juggle different areas of work with ease and you are a confident, creative, collaborative person who has the ability to be assertive when necessary. You communicate with empathy and will actively work to ensure a diverse range of voices are included as the organisation grows. You will be a proud and effective advocate for Brixton Chamber Orchestra.

You will demonstrate the following essential skills and experience:

- Outstanding communication skills both written and verbal: a people-person who is used to working with people in a wide variety of roles across different backgrounds
- Ability to use initiative and assume responsibility
- Excellent administrative and organisational skills, with the ability to prioritise your workload with little supervision, and show initiative and drive
- Attention to detail and an unwavering commitment to ensuring all administrative tasks are completed to the highest standards, in service of BCO's objectives
- At least two years' experience working as a member of a team
- Proven track record of successful delivery of fundraising strategies and targets
- Ability to build positive, ongoing relationships both within the team and across audiences and funders, demonstrating tact, emotional intelligence and the ability to work collaboratively to reach mutual goals
- Excellent communication skills, both in writing and in person, and the ability to represent BCO in the most positive light to donors and other external stakeholders
- Evidence of managing social media accounts and developing creative content
- Computer literate: a good working knowledge of G-Suite, mass mail applications (e.g. Mailchimp) and full competence in Microsoft Office and databases
- Ability to identify and analyse problems and suggest creative and deliverable solutions
- First-class copywriting and proofreading skills and a flair for design
- An ability to meet tight deadlines across a wide range of activities and work under pressure
- Able to both lead and work as part of a team

You may have the following desirable attributes:

- A working knowledge of the UK orchestral sector
- Project management, producing or events delivery experience
- Bookkeeping experience

We believe in the strength of a diverse orchestral sector. We welcome and positively encourage applications from suitably qualified and eligible candidates of all ages and from all backgrounds.

How to apply

Please send a covering letter (one page) and CV (maximum two pages) to: contact@brixchamber.com and complete our [Equality Questionnaire](#)

Application Deadline: 12:00pm on 12th April

Interviews will take place on the 22nd & 23rd April via Zoom.