

**JOB DESCRIPTION: Marketing & Communications Manager (full-time)**

Starting salary: Commensurate with experience

Reporting to: General Director

Based: London with occasional travel to some concert venues

Hours of work: Flexible 9.30 - 5.30 Monday to Friday. Attendance at UK concerts in the evenings and weekends will be required (time off in lieu will be given as we do not pay overtime)

Holiday: 25 days per year plus 8 public holidays

Notice period: Three months after an initial one-year probationary period, during which the notice period is one month on either side

Pension: The Company currently contributes 3% to an auto-enrolment pension

Other Key relationships: Promoters, Record Label (SDG), external PR Agency (21C), external Digital Production Partners and the wider MCO team

**The Marketing & Communications Manager is responsible for devising and delivering engaging and impactful communications across all platforms to promote the activity of the Company’s three internationally renowned ensembles worldwide.**

Responsibilities include (but are not limited to):

## **PLANNING**

* Driving an innovative communications strategy to ensure continuous and consistent online and offline presence of MCO messaging with engaging brand stories for each of our three world-class ensembles
* Compiling detailed communications planning and proactively sharing plans with our stakeholders
* Liaising with the ensembles’ label SDG to ensure any recording activity, for new releases and back catalogue are incorporated organically into our planning.

## **COMMUNICATIONS**

* Ensuring effective and consistent communications of MCO messaging across all channels, including social media
* Sharing media coverage and key publicity assets with all colleagues, board, SDG and external partners
* Participating actively in team meetings to communicate key developments and ensure circulation of relevant information to each member of the MCO and SDG teams
* Researching competitor and industry-wide activity for benchmarking and to keep MCO ahead of the game

## **CONTENT**

* Supported by the MCO team and in liaison with 21C Media, SDG and any other external partners, producing creative and compelling content for all channels, including non-digital
* Coordinating marketing/design for all projects and to provide, and monitor use of, all concert information and MCO promotional material to promoters / venues in a timely manner, ensuring all venue communications for accuracy and appropriateness for our message
* Ensuring content on our website is up to date at all times and keep exploring opportunities for maximising potential

## **MARKETING**

* Planning, budgeting and executing marketing for all own-promotions (if planned)
* Identifying and exploiting any opportunity to partner with venues and maximise publicity
* Liaising with all stakeholders to maximise broadcast opportunities for the ensembles
* Managing the delivery of any digital projects (eg concert filming and live streaming)
* Overseeing all MCO offline communications, including sourcing and managing external designers
* Ensuring any copyright restrictions are adhered to

**ABOUT YOU**

**ESSENTIAL**

The successful applicant will have the following qualities / experience:

* Strong relevant experience in marketing and communications, preferably within the industry, with demonstratable successful results
* Highly organised, efficient and a problem solver
* Excellent interpersonal skills to build and manage strong internal and external relationships
* Excellent English (written & spoken), with a clear, persuasive writing style
* The ability to work in a dynamic, fast-paced environment, to deadlines
* A bright and pleasant disposition, with a good attitude and self-motivated
* Willingness and ability to work flexible hours as necessary
* A keen interest in classical music and knowledge of the challenges within the industry

**DESIRABLE**

* Knowledge of historically informed performance
* Foreign languages

The Job Description is a guide to the nature of the work required of the role. It is not wholly comprehensive or restrictive and may be reviewed with the post-holder by the General Director, if required.