

## COMMUNICATIONS ASSISTANT





## SOUTHBANK SINFONIA

Classical music needs brilliant young advocates to communicate its power and worth in the 21<sup>st</sup> century. Every year, Southbank Sinfonia brings together 33 outstanding graduates from all over the world to prepare them for this role.

From Baroque to contemporary and opera to jazz, our musicians tackle a wide range of musical styles as part of an intensive nine month programme. As they plunge into many works for the first time, their appetite is strongly felt by audiences who themselves want to delve deeper into orchestral music. Southbank Sinfonia performs across Britain and Europe, making a blazing case for why classical musical matters.

Central to the experience are partnerships with leading arts organisations. Collaboration with the Royal Opera House and Academy of St Martin in the Fields puts our players alongside the best in the business and gives them first-hand experience of what it takes to be a professional musician today, while partnerships with organisations like the National Theatre enable our players to take their music beyond the usual strongholds of classical music and connect with wider audiences.

[southbanksinfonia.co.uk](http://southbanksinfonia.co.uk)

## ROLE OVERVIEW

Southbank Sinfonia is an orchestra like no other. From giving the first ever performance of Mozart's Requiem at Notre-Dame to taking centre-stage in the National Theatre's acclaimed new production of *Amadeus*, Southbank Sinfonia ensures new generations uphold a venerable tradition, but also asks anew what orchestras have the power to communicate in the modern world. With new players refreshing the orchestra's potential each year, there is no limit to the stories we can tell about the orchestra.

In our 15<sup>th</sup> birthday year, we have introduced the role of Communications Assistant to help us share the orchestra's remarkable mission, personality and initiatives with a wider audience.

The Communications Assistant will take central responsibility for this, making a significant contribution to the way the organisation presents itself in a busy marketplace, working directly with the musicians to generate a wide range of materials that present a vivid picture both of the orchestra itself, and the future of classical music as represented by our players.

This is a creative and highly varied role that embraces both marketing and development, working closely with the Communications Director and Development Manager to nurture new and existing audiences, supporters, and other stakeholders. The Communications Assistant will take pride in sharing Southbank Sinfonia's story, its news, activities, and impact with the general public, helping to ensure the organisation is vibrantly represented both online and in print, in mailings, press coverage – and even in its frequently innovative approach to presenting concerts.

## KEY RESPONSIBILITIES

- Accurate and imaginative copywriting for a variety of uses, in keeping with Southbank Sinfonia's distinctive house style
- In-house design of a range of materials including freesheets, digital assets and literature relating to special events and fundraising appeals
- Taking charge of the organisation's mailing lists, working with colleagues to preserve the accuracy of our audience and supporter data; creating engaging and regular audience mailings, including to supporters in collaboration with the Development Manager
- Working with the Communications Director to devise and implement marketing campaigns for a range of Southbank Sinfonia performances and initiatives
- Curating, updating and ensuring accuracy of the orchestra's website, guaranteeing our musicians are well represented online year-round
- Producing rich media content for online platforms in collaboration with players, including regular photographs, blogs, and filming and editing short films in-house
- Ensuring Southbank Sinfonia is fittingly represented on social media, creating regular posts for Facebook and Twitter
- Supporting the Development team as required and ensuring fundraising activity and messages are accurate online and in print
- Helping to develop Southbank Sinfonia's media profile, regularly writing and sharing press releases with key press contacts and following up accordingly
- Maintaining Southbank Sinfonia's archive of marketing and press materials
- Assisting the Communications Director in our innovative work to evolve and experiment with concert presentation; working with colleagues and technical suppliers to set-up and manage video, audio and lighting equipment
- Providing a front-of-house presence at Southbank Sinfonia events, getting to know our audience; regularly attending concerts in evenings and weekends as required
- Assuming other general tasks within the scope and responsibility of the role as required from time-to-time by the Communications Director and Managing Director

## PERSON SPECIFICATION

- Educated to graduate level or equivalent
- Outstanding copywriting skills; ability to write in a fresh, engaging style
- Some experience of design and media software, ideally Adobe Creative Suite (Photoshop, InDesign and Premiere Pro)
- Enthusiasm for and a knowledge of classical music
- Professional, student or volunteer experience in undertaking a range of promotional activities, including the creation of online and print materials, in the field of classical music or a related art form
- Some familiarity with updating websites using a content management system (with basic knowledge of HTML an advantage)
- Meticulous attention to detail

- Ability to work proactively and at a fast pace
- Excellent verbal communication skills; confidence in communicating with a wide range of people
- Strong work ethic and a positive can-do approach
- Understanding and enthusiasm for what Southbank Sinfonia aims to achieve for both young musicians and the orchestral sector

## TERMS OF EMPLOYMENT

The role of Communications Assistant is full-time. Regular hours of work are Monday to Friday, 9.30am – 6.00pm although Southbank Sinfonia has frequent concerts so there are some evening and weekend commitments.

Southbank Sinfonia's base and offices are at St John's Waterloo, Waterloo Road, London, SE1 8TY, but the role frequently necessitates attending concerts and events across London and sometimes further afield.

Annual leave is 25 days plus statutory bank holidays.

Salary is £19,500 per annum.

## HOW TO APPLY

**The closing date for applications is midday on Monday 21 August 2017.**

To apply, you should email the following to Matt Belcher, Communications Director, [matt@southbanksinfonia.co.uk](mailto:matt@southbanksinfonia.co.uk) by the closing date:

- a covering letter detailing your interest and suitability for this role
- an up-to-date CV of no more than two pages outlining your relevant experience

Please note that late or incomplete applications cannot be accepted.

First-round interviews for shortlisted candidates will be held the week commencing Monday 28 August. Please indicate in your application if you have any availability issues that week.

If you are interested in applying but would like to find out more first or have any questions, you are welcome to contact the Southbank Sinfonia office for an informal chat on 020 7921 0370. When you call, simply say you are interested in the Communications Assistant role.