

# COMMUNICATIONS MANAGER





## SOUTHBANK SINFONIA

Classical music needs brilliant young advocates to communicate its power and worth in the 21st century. Each year, the orchestra welcomes 33 of the world's most promising graduate musicians to embark on its renowned fellowship. More than just an orchestra, this is a community where young talents can find their own creative strengths, fulfil personal goals, make lasting contacts, and take their musicianship to new frontiers.

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. Integral to the programme are the orchestra's creative partnerships with leading arts organisations including the Royal Opera, National Theatre, Academy of St Martin in the Fields, and acclaimed artists such as Patrons Vladimir Ashkenazy and Edward Gardner.

Players who have completed the fellowship now occupy prominent seats in leading orchestras worldwide. From the Philharmonia to the Hong Kong Philharmonic, each proudly acknowledges the positive impact that Southbank Sinfonia has made upon their progress. Many continue to play a valued role in the life of Southbank Sinfonia, returning as paid deputies and extras enabling us take on ambitious large-scale ventures, and coaching their successors.

Southbank Sinfonia celebrates how intrepid, young players can have a uniquely important voice in the sector, challenging and refreshing traditions. This is powerfully evident in our new #ConcertLab initiative, central to our Free Rush Hour Concerts at our base St John's Waterloo, and also in recent collaborations with Nonclassical and the RSC, and in our hit production of *Amadeus* at the National Theatre, broadcast live to cinemas worldwide. In recognition of such achievements, the orchestra was nominated for the 2017 Royal Philharmonic Society Ensemble Award.

Since our launch in 2002, we are proud to have generated well over £5 million that has gone directly into young musicians' pockets, transforming their livelihood through the bursaries granted to all those on the fellowship and full fees provided in all consequent opportunities. Few other institutions worldwide give young artists such a footing. In the current economic climate, this makes Southbank Sinfonia a great British success story of which the nation may feel rightly proud.

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

## ROLE OVERVIEW

With such a remarkable range of annual projects, and new players refreshing the orchestra's potential every year, there is no limit to the stories we can tell about Southbank Sinfonia.

We are newly introducing the role of Communications Manager to help us share the orchestra's remarkable mission, personality and initiatives with a wider audience.

The Communications Manager 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.

In a creative and highly varied role, the Communications Manager 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.

The Communications Manager will report to our Communications Director Matt Belcher who, over four years, has driven the orchestra's profile to new heights, projecting Southbank Sinfonia's unique personality, approach and impact in striking new ways. Working with Matt, the Communications Manager will have the chance to develop significantly their range of skills and shape their role to have maximum worth.

## 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
- Devising and implementing marketing campaigns for a range of Southbank Sinfonia performances and initiatives
- Taking a lead in audience development, surveying who attends concerts and how we may further their engagement; creating regular, enticing audience mailings, including to supporters in collaboration with the Development Manager; working with colleagues to preserve the accuracy of our mailing data
- 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; taking charge of how Southbank Sinfonia is fittingly represented on social media, creating regular posts for Facebook and Twitter
- Working with the Development team to ensure fundraising activity and messages are accurate online and in print
- Developing Southbank Sinfonia's media profile, writing and sharing press releases with key press contacts and following up accordingly
- 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
- Advising players on how to promote and market their own activities effectively
- Maintaining Southbank Sinfonia's archive of marketing and press materials
- 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

Southbank Sinfonia is able to achieve all it does thanks to a dedicated, hard-working team. Within this, each colleague plays a singular role, vital to the organisation. We are now looking for an individual with real promise to join us.

Candidates should already have some experience in arts marketing, ideally in classical music. This may be from a dedicated marketing role or a broader role which has comprised some elements of marketing and promotion.

We are seeking someone who brings an entrepreneurial spirit to their work, who will confidently embrace the many opportunities inherent in this new role and develop its potential to the full. You should be articulate and imaginative: we want someone who can make a great case for why orchestras matter today. You should equally know what it takes to work in a busy arts organisation, able to balance numerous priorities and fulfil them all with efficiency and style.

You should possess:

- Outstanding copywriting skills; ability to write in a fresh, engaging style
- Experience in delivering marketing / promotional campaigns
- Experience of design and media software, ideally Adobe Creative Suite (Photoshop, InDesign and Premiere Pro)
- Enthusiasm for and knowledge of classical music
- Experience of curating and updating websites using a content management system (some 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 Manager 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: £22,000 or according to experience

## HOW TO APPLY

**The closing date for applications is 10.00am on Monday 16 October 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 23 October. 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 Matt Belcher, Communications Director, for an informal chat on 020 7921 0375.