

Job Title: Marketing & PR Manager

Responsible to: Artistic & Executive Director, General Manager

Tenure: Part time (average three days per week), open-ended contract

The Chineke! Foundation is seeking a committed, self-motivated and imaginative Marketing & PR Manager to deliver Chineke!'s Communications Strategy recently completed by Four Communications and adopted by the Chineke! board. A copy of the Communications Strategy is available on request for those interested in applying.



Reporting to Chineke!'s Artistic & Executive Director and General Manager and working as a part of our small, dynamic team of management staff, Chineke!'s Marketing and PR Manager will play a vital role in the promotion of a variety of projects including concerts by the Chineke! Orchestra, Chineke! Ensemble and Chineke! Junior Orchestra, and our Learning & Participation programme, attending rehearsals, concerts and other projects in order to document and promote them. You will lead the expansion of the organisation's online presence including managing the organisation's website and social media accounts. You will also run Chineke!'s "Friends" programme, producing a quarterly Newsletter and providing a high level of customer service to our donors.

The Chineke! Foundation was founded in 2015 by the double bass player, Chi-chi Nwanoku OBE. It is a charity which provides career opportunities for young Black and Minority Ethnic (BME) classical musicians in the UK and Europe. Chineke!'s mission is: '*Championing change and celebrating diversity in classical music*'. The organisation aims to be a catalyst for change, increasing the representation of BME musicians in British and European orchestras.

"Chineke! is not only an exciting idea but a profoundly necessary one. The kind of idea which is so obvious that you wonder why it is not already in place. The kind of idea which could deepen and enrich classical music in the UK for generations. What a thrilling prospect!" Sir Simon Rattle.

The Chineke! Foundation fields two main ensembles: the professional Chineke! Orchestra, comprises exceptional BME musicians from across the continent, coming together several times each year and performing standard orchestral repertoire alongside works by BME composers both past and present. Following its debut performance at the Queen Elizabeth Hall in September of 2015, the Chineke! Orchestra was appointed as an Associate Orchestra of the Southbank Centre, and was featured prominently in the Department of Culture, Media and Sport's White Paper on Culture published in March 2016. The Orchestra was shortlisted for RPS Awards in 2016 and 2017 and, also in 2017, made its BBC Proms debut at the Royal Albert Hall, a concert that was televised and received over 4 million views.

The Chineke! Junior Orchestra, a youth orchestra of BME players aged 11-22, is closely linked to the professional ensemble, with senior players acting as mentors, teachers and role models to the young musicians. The Chineke! Junior Orchestra acts as a bridge between existing youth music schemes and higher education, giving its players experience, encouragement and confidence during their formative years.

Since 2017, Chineke! has run a programme of Learning & Participation work which has reached over 2,500 children in 12 different schools in Birmingham, Bristol, Gloucester and Southampton; 26 Chineke! musicians took part in and led these projects. For many of the schools this was the first time that live music had ever been performed, bringing the joy and stimulation of live music-making to the pupils, a vast majority of whom were black and minority ethnic children.

Job Description

Marketing:

- Working, in co-ordination with the Artistic & Executive Director and General Manager and other staff, to promote the Chineke! Foundation in general and the organisation's projects in particular.
- Managing and developing the organisation's website.
- Managing the organisation's social media accounts, including attending rehearsals/concerts to document and report on them.
- Developing the organisation's online presence, using SEO and Google Analytics.
- Assisting co-promoters and venues with the production of their marketing materials.
- Producing flyers, advertisements and designing/writing/producing programmes for smaller concerts.
- Producing and collating copy and images for the organisation's own-promoted concert programmes. Liaising with the programme designer in the production of said programmes.
- Organising yearly photoshoots.
- Capturing archival video/audio of concerts.
- Producing occasional promotional videos from captured footage.
- Maintaining and developing the organisation's email database.

PR:

- Working pro-actively to co-ordinate media interviews and feature articles with the press, TV and radio, and also responding to outside enquiries.
- Liaising with local promoters in London, regionally and abroad in securing media coverage for all Chineke! activities.

'Friends' Programme:

- Running and developing the organisation's 'Friends' programme, including:
- Production of monthly newsletter for Friends.
- Production of visual materials, such as posters, for Friends.
- Keeping track of memberships and renewals.
- Being the primary point of contact for Friends
- Developing the programme further, in co-ordination with the Artistic & Executive Director.

Person specification

This post will suit a person who has had at least a first job in arts marketing or a prolonged internship with experience in media relations and social media management.

Essential:

- A high standard of written and spoken English.

- Proficiency in the use of relevant editing software such as Adobe InDesign, Photoshop or similar.
- Knowledge of SEO, content marketing and advertising.
- Knowledge of the best practices of the main social media channels.
- Experience working with CRM systems.
- Ability to use Wix or equivalent CMS.
- Commitment to advancing the cause of diversity in the arts.
- A strong work ethic, ability to work autonomously, and a willingness to work occasional irregular hours including weekends and/or whenever “news” breaks.

Desirable:

- A Design/Marketing degree or equivalent.
- Photography skills.
- Strong general IT skills.
- The ability to be flexible and learn new skills quickly.
- Music literacy and knowledge of the classical music industry.
- Positivity, energy and a creative mind!

Terms of Employment:

- Freelance fee payable dependent on experience: £22,500 - £24,000 per annum (of which 60% to be paid pro-rata for three days each week).
- Working hours: Average of three days per week, to be spread as determined by the candidate and the requirements of the organisation. This may include some work outside of regular office hours.
- Probationary period of six months during which one month’s notice on either side would be applicable.

How to Apply

If you have any queries, or wish to apply for the post, please send your CV and covering letter to: shannon@chineke.org

Application Deadline: 11.59pm, Friday 26 October 2018

Interviews: w/c Monday 5 November 2018

For further information on the Chineke! Foundation, please visit our website at: www.chineke.org

The Chineke! Foundation is a Registered Charity in England and Wales, Charity Number 1165933