

Lancashire Music Hub (LMH)

Freelance Communications and Marketing Coordinator

3 days per week (£16,800) £28,000 pro rata

As part of Lancashire Music Hub's Strategic Development Plan the organisation is recruiting for a Freelance Communications and Marketing Coordinator.

The successful candidate will need proven communications and marketing experience and must have abundant enthusiasm, underpinned by appropriate knowledge and skills. You will need to meet agreed goals to ensure the continued success and growth of LMH.

This is a freelance post and the successful applicant must be registered self-employed and responsible for their income tax/NI payments with HMRC.

Who we are

Lancashire Music Hub (LMH) brings together a diverse range of partners and stakeholders in order to develop musical learning opportunities for young people. The Hub aims to make it easy for, young people, teachers, musicians, schools and the wider community to work together and find great ways to make music whilst developing their individual skills and talents. We believe that music has the power to inspire and change lives and therefore LMH wants to make musical learning available to all children and young people in the county. By increasing chances to engage and participate, we can make music a vital and enriching part of more young people's lives, helping them to progress their talents and enhancing their learning. The Hub brings together high quality partners including; Lancashire Music Service, More Music, Charanga and Music Consultants to offer a diverse range of musical experiences.

PURPOSE

"To create pathways that engage children and young people in high quality music making"

MISSION

"To enable and encourage access for all Lancashire's children to a diverse range of musical experiences which will enrich their lives and those of the communities in which they live, through innovative, sustained and structured programmes that enable young people to realise their full potential."

www.lancashiremusichub.co.uk

Post Description - LMH Communications and Marketing Coordinator

Overall Aim

To further develop and implement the marketing strategy for Lancashire Music Hub, promoting our brand, activities and opportunities effectively to the public, both maintaining our existing customer base and reaching new audiences.

Actions points to meet aims:

- Maintain and develop the Hub digital marketing presence.
- Create and collate content for website, social media and other marketing channels as required, ensuring information is up to date.
- Manage the consistency and accuracy of communications from LMH and edit copy as appropriate.
- Liaise proactively with marketing contacts at LMH core partner organisations and attend termly Hub strategic marketing meeting.
- Manage the production of any print and co-ordinate the distribution of materials.
- Ensure branding and logo are applied correctly and consistent across all LMH print, ensuring partner organisations have access to them.
- Identify and develop relationships with third party websites and publications to promote the work of the Hub including with Radio Lancashire and other local and national press.
- Collate information and write press releases.
- Manage a list of Hub Affiliates and manage the distribution of invite mailings.
- Attend and assist with Hub events as required
- Manage Hub media content (photo, video etc.)
- Collate and archive press and media coverage including social media in consultation with relevant colleagues, manage the brand reputation
- Assist in the management of the LMH mailing lists, ensuring good data capture and promoting sign up to the newsletters
- Analyse and report on analytics and data from marketing channels

To achieve this you will need to:

- Identify and build close working relationships with relevant organisations, groups and partners.
- Develop a clear understanding of each core partner organisation and how LMH operates

Person Specification - LMH Communications and Marketing Coordinator

General Experience for the Role

- Established experience of working in a Marketing, PR or Communications Management role including:
- Developing, writing and implementing a marketing and communications strategy
- Media work including PR and production of press releases and social media
- Developing information and communication to customers or clients in a variety of media including print, events and social media

Communications & Marketing

- Co-ordinating information flows and communications for a specialist audience, including schools, commercial and community groups
- Experience in development and delivery of multi-channel marketing campaigns including digital, print production, direct mail, advertising and PR

Complex Programmes

- Experience of managing complex annual marketing and promotional programme of events, initiatives and communication.

Managing Information

- Ability to condense information from a variety of sources to produce simple, accurate and accessible communications.

Performance Management

- Experience of managing performance and achieving targets – a positive ‘can do’ approach to work.

Experience of different communities

- Working in a multi-cultural, inner city environment and/or with rural districts and with small voluntary and community groups.

Equality and Diversity

- Able to demonstrate an approach that encourages and promotes equality and diversity in the delivery of services, and experience of working effectively with people from a range of backgrounds.

Other

- Strong influencing skills
- Excellent interpersonal communication skills with a diverse range of individuals, organisations and communities – able to build and maintain relationships with a range of colleagues/stakeholders
- Excellent organisation skills
- Good judgement and willing to pitch in across a range of activity to help the team meet deadlines
- Able to work flexibly, proactively and independently on a range of projects
- Excellent customer service ethos

If you wish to be considered for an interview, please send your CV with a supporting statement, (1000 words maximum) outlining how you would be able to fulfil the expectations of this role by **Thursday 28 September 2017** to cath.sewell@lancashire.gov.uk.

Successful candidates will be contacted on Monday 2 October. Please be aware feedback cannot be given to candidates who are not shortlisted.

Interviews are scheduled to take place on Thursday 5 October. If you have any questions about this opportunity, please email cath.sewell@lancashire.gov.uk to arrange an informal chat about this position.