



Job Pack
Digital Marketing Executive

About Benslow Music

Benslow Music creates music learning experiences for people of all ages. We support individual development, inspire curiosity, celebrate creativity, and share all the life-long benefits music brings. We do this through a programme of residential, day and online music courses, an instrument loan scheme and a concert series.

At our campus in Hitchin, we provide learning opportunities to adult musicians of all abilities. We support everyone from late-starters to early-career professionals in unlocking their potential. We offer around 150 short courses throughout the year, covering genres from classical to jazz to folk, and opportunities to explore solo, small and large ensemble playing. Through regular concerts we provide a platform for emerging and acclaimed artists.

Benslow Music is home to the Benslow Music Instrument Loan Scheme, which holds a collection of over 800 string and woodwind instruments that are lent to young musicians aged 7-25. Each year over 500 loans ensure that borrowers, regardless of background, are able to grow and develop as musicians.

Benslow Music began as the Rural Music Schools Association in 1929, offering musical education to people of all ages who were outside urban centres. In 1952, the four-acre Victorian estate in Hitchin was bequeathed to the RMSA and has since developed into a lively campus for music activity, with two recital halls, practice rooms, accommodation for around 50 people and an extensive music library. Renamed Benslow Music Trust in 1986, the Trust subsequently took responsibility for the Benslow Music Instrument Loan Scheme, which was founded in 1932 as a separate charity.

Benslow Music today is a thriving musical hub, continuing to develop its creative music activities for all ages. Current plans for the future include an expanded online offer, additional collaborative and partnership working, and further development of our site facilities and accommodation looking towards our centenary celebrations in 2029.

benslowmusic.org

Job Description

Job Title	Digital Marketing Executive
Department	Marketing & Development
Reporting to	Marketing Manager
Key Relationships	Head of Instrument Loan Scheme; Head of Music & Learning; Music Administrator, website development agency
Salary	£24,000-£28,000 pro rata dependent on experience
Hours	3 days per week (0.6 FTE) Exact working pattern to be agreed
Contract	Fixed term, six month contract with immediate start
Location	Benslow Music with some hybrid working possible
Benefits	25 days holiday per annum pro rata, workplace pension scheme, plus further staff benefits

Main Purpose

This person will play a key role at Benslow Music during an exciting time of change. The person will support in promoting Benslow Music's courses, concerts and instrument loan scheme through:

- Supporting audience growth and engagement through digital channels
- Supporting effective and compelling storytelling for Benslow music
- Engaging and liaising with our new website development agency and playing a role in the development and population of our new site
- Creating engaging branded materials to support business priorities whilst implementing our new brand identity

Main Duties

Social media

- Create, schedule and publish compelling social media content across platforms (primarily Facebook and Instagram) using Canva and Hootsuite (or similar platform).
- Support digital campaigns to promote seasonal course launches, course recruitment, concerts, instrument loans, fundraising activities and ticketed events
- Assist with graphic design and video editing
- Monitor engagement metrics and make recommendations to improve reach and engagement.

Website

- Be an integral part of the project team building a new Benslow Music website, engaging with the development agency and colleagues as required
- Help create content, including writing copy, and populate the new website with information and images; day-to-day website management
- Monitor metrics and make recommendations to improve reach and interaction
- Liaise with tutors, course leaders and other staff to gather content and stories for digital promotion.

Branding

- Assist in the implementation of Benslow Music's new branding.
- Ensure visual brand and tone of voice consistency across all digital channels.

Newsletter

- Develop engaging copy for newsletters around agreed topics
- Format and schedule newsletters via MailChimp or a similar platform.

General

All Benslow Music staff are expected to:

- Uphold the values of Benslow Music.
- Contribute to a positive and productive working culture.
- Uphold and demonstrate through their work a commitment to equality, diversity and inclusion.
- Act as an ambassador for Benslow Music when interacting other organisations and members of the public.
- Comply with Benslow Music's Health and Safety and Equality, Diversity and Inclusion policies.
- Undertake other duties as may reasonably be required from time-to-time to support the work of Benslow Music.

Person specification

We are looking to appoint someone who can offer an extensive balance of skills and attributes; the following criteria are all important. The successful candidate will need to demonstrate real evidence of ability to fill the role effectively. Applicants must have the right to live and work in the UK.

Benslow Music is open to all and we value the varied skills of everyone. We are an equal opportunities employer and we are committed to championing equality, diversity and inclusion in our workplace, so if you feel you are a suitable applicant, we encourage you to apply whatever your age, disability, religion or belief, sexual orientation, socio-economic background, gender, gender identity or race.

	Essential	Desirable
Experience & Qualifications		
Experience creating and managing social media content for an organisation (including video).	✓	
Experience of the arts and culture sector and/or the charity sector OR knowledge of music, in particular classical, jazz or folk genres.		✓
A marketing or business qualification at A-level or above (or equivalent experience).		✓
Skills		
Strong communication skills, excellent written English and good attention to detail.	✓	
Familiarity with basic image editing tools (e.g. Canva) and scheduling tools (e.g. Hootsuite, Meta).	✓	
Video editing skills (basic level acceptable).	✓	
Fully digitally literate, particularly with Microsoft Office	✓	
Confident working with website CMS (e.g. Craft or similar).		✓
Knowledge		
Understanding of and demonstrable commitment to equality, diversity and inclusion.	✓	
Understanding and appreciation of Benslow Music's work.		✓
Understanding of SEO principles and analytics tools (Google Analytics, Meta Insights).		✓
Insight into current best practices or trends in digital marketing.		✓
Qualities		
Strong organisational and time management skills and ability to deliver across multiple workstreams and meet deadlines independently.	✓	
Confident working with people of all ages and backgrounds.	✓	
Ability to work flexibly in response to business needs.	✓	
Ability to work both collaboratively and independently.	✓	

How to apply

To apply please email your application to executiveassistant@benslowmusic.org Subject line: **Digital Marketing Executive application**). You will need to include:

- A CV detailing your relevant experience and skills.
- A cover letter explaining why you are interested in this role at Benslow Music, showing how you meet the person specification. Please also include an example of a social media post or web page you have worked on.
- A completed equality and diversity monitoring form (available via the job page on our website).

Benslow Music aims to be an inclusive organisation, as well as the application materials, we ask applicants to complete our equality and diversity monitoring form to help us monitor our work in this area. These details are collected and stored independently to your application and cannot be traced back to you.

If you have any questions regarding the role or application process, or would like an informal conversation about it, please email: sue.thaw@benslowmusic.org

We are keen to ensure that our recruitment process is accessible to everyone. If you have any access requirements or barriers to application, please email alexis@benslowmusic.org to discuss how we might make reasonable adjustments to the process.

Closing Date: Friday 29 August, 5pm. Please note, the closing date is a guide only and applications may be closed early if we receive a high number of submissions. Please send your application as early as possible to avoid disappointment.

Interviews: Interviews will be on a rolling basis, and will include a short, written exercise. Please let us know if there are any dates you are not available for an interview when you submit your application.