



BENSLOWMUSIC

**Job Pack
Marketing Manager**

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, a concert series and an instrument loan scheme.

At our campus in Hitchin, we welcome and 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 its centenary celebrations in 2029.

benslowmusic.org

Job Description

Job Title	Marketing Manager
Department	Marketing & Development
Reporting to	Chief Executive
Line manages	Marketing Coordinator (fixed term)
Key Relationships	Head of Music & Learning, Head of Benslow Music Instrument Loan Scheme, Head of Finance, Development Manager, Hires & Sales Manager
Salary	£28,000-£35,000
Hours	Part time, 0.8FTE (28 hrs per week)
Contract	Permanent, at Benslow Music with hybrid working considered
Benefits	25 days holiday per annum pro rata, workplace pension scheme, plus further staff benefits

Main Purpose

- Manage the marketing and communications activities at Benslow Music.
- Drive strong engagement with existing and new audiences.
- Support the growth of income generation through programmes and commercial activities.
- Effectively and creatively communicate Benslow Music's vision, mission and values.

Main Duties

Marketing

- Develop and implement marketing plans and activities for Benslow Music's programmes (including courses, concerts, Instrument Loan Scheme) and commercial activities (including venue hires, bed & breakfast), enabling the organisation to reach its recruitment and income targets.
- Working closely with the senior team, develop and implement strategies to support audience and brand development.
- Working closely with the Development manager, develop and implement plans and activity for engaging and growing membership and individual giving.
- Produce compelling and engaging copy and content for a range of media.
- Manage the design and production of print and digital assets, working with freelance designers as required.
- Manage and develop Benslow Music's digital presence and engagement, including the day-to-day management of the website and social channels, and production of regular email campaigns to subscribers.
- Develop and maintain relationships with a range of stakeholders, partners and networks to maximise marketing and communications opportunities for the organisation.
- Evaluate and review activities to measure impact, effectiveness and return on investment, track KPIs, making data-driven adjustments to campaigns as necessary.
- Provide reports and insights to the senior team – and trustees as required – on the performance of campaigns and activities, audience behaviours, feedback, and other data that will help inform strategic decision making.
- Ensure that all marketing activity is delivered to an excellent quality and follows best practice, keeping up to date with sector conversations and networks.

Financial management

- Manage the marketing budget, ensuring that expenditure comes within agreed budgets.

Management

- Line manage the Marketing Coordinator (fixed term), and any future equivalent or additional roles as required.
- Develop and manage relationships with freelance designers.
- Manage relationships with website providers and other key marketing suppliers.
- Develop and implement systems and processes for tracking campaign performance, managing activities and reporting.
- Ensure that all personal information relating to customers is handled in adherence to General Data Protection Regulations (GDPR).

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		
Previous experience in a marketing role.	✓	
Proven track record in the planning, delivery and evaluation of effective marketing campaigns.	✓	
Experience in managing digital channels, including websites and/or social media.	✓	
Experience working in the arts and culture, or adult education sectors.		✓
Experience in managing relationships with suppliers and/or freelance contractors.		✓
Skills		
Marketing campaign planning and management.	✓	
Excellent written and verbal communication skills, with the ability to produce engaging copy for a variety of contexts, channels and audiences.	✓	
Strong administrative and organisational skills with the ability to plan, co-ordinate, implement and manage multiple work streams and deadlines simultaneously and successfully.	✓	
The ability to work well on your own as well as collaborate with others.	✓	
Strong IT skills, including Microsoft Office 365, website content management systems (CMS) (e.g. WordPress), customer relationship management (CRM)/mailing systems (e.g. Mailchimp)	✓	
Budget management and planning.	✓	
Good analytical skills and the ability to use data and good judgement to inform decision making.	✓	
Skills in Adobe software (InDesign, Photoshop).		✓
Photography or videography skills.		✓
Knowledge		
Good knowledge of marketing strategies and approaches that are relevant to promoting live music events and/or education activities.	✓	
Knowledge of SEO, Google Analytics and other digital tools to support and monitor effective campaign performance.	✓	
Sensitivity to Benslow Music's mission and ethos and commitment to the organisation's continued development.	✓	
Understanding of the principles of Data Protection	✓	
Understanding and commitment to equality, diversity and inclusion.	✓	
Knowledge of music, particularly in classical, jazz or folk genres.		✓

Qualities		
Creative and strategic thinker, able to problem-solve.	✓	
Able to spot and make the most of opportunities.	✓	
Strong negotiator and influencer.	✓	
Able to work with discretion and diplomacy.	✓	

How to apply

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

- A CV detailing your relevant experience and skills.
- A cover letter (max 2 sides of A4) explaining why you are interested in this role at Benslow Music and showing how you meet the person specification.
- A completed equality and diversity monitoring form (available via the job page on our website).

If you have any questions regarding the role or application process, please email: alexis@benslowmusic.org.

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.

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@benbslowmusic.org to discuss how we might make reasonable adjustments to the process.

Closing Date: Monday 2 December, 12pm

Interviews: 12-16 December tbc