



**SOUTHBANK
SINFONIA**

COMMUNICATIONS ASSISTANT





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, in recent collaborations with Nonclassical and the RSC, and in our hit production of *Amadeus* at the National Theatre, broadcast lives 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

ROLE OVERVIEW

Southbank Sinfonia is an orchestra like no other, and our new role of Communications Assistant befits that. Supporting the Communications Manager, the scope of the role is unusually broad, taking in marketing, press, audience development and more.

This role offers an exciting opportunity to develop and hone your skills in these areas within a supportive, vibrant and fast paced environment. It offers a chance to think afresh about how we communicate about classical music, and who the audience for it might be. Southbank Sinfonia events range from hour-long Rush Hour Concerts through to full length evening concerts at prestigious venues, via adventures in concert presentation as part of #ConcertLab, new repertoire as part of *Unclassified Live*, and our lively dynamic family concerts.

Working across all these events, the role challenges the post holder to communicate about each in a fresh and dynamic way, drawing back our loyal existing audience while also reaching out to new audiences and growing the organisation's family of supporters, working closely alongside the Development team.

The role also offers an opportunity to work closely with each year's orchestra, every year comprised of the most promising young musicians of tomorrow. They are crucial in creating content, and you will collaborate with them to generate this and to develop their own skills in writing, presentation etc.

This role is ideal for someone with a passion for creativity and music who is seeking their first permanent role, someone prepared to think differently, take risks and push the boundaries of how we talk about and present classical music.

KEY RESPONSIBILITIES

- Write accurate and imaginative copywriting for a variety of uses, in keeping with Southbank Sinfonia's distinctive house style
- Take responsibility of in-house design of freesheets, including the writing of programme notes
- Devising and implementing marketing campaigns for a range of Southbank Sinfonia performances and initiatives
- Assisting 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
- Working with the Communications Manager in 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, Twitter, and Instagram.
- Working with the Development team to ensure fundraising activity and messages are accurate online and in print
- Providing a front-of-house presence at Southbank Sinfonia events, getting to know our audience; regularly attending concerts in evenings and weekends as required
- Assisting the Communications Manager in advising players on how to promote and market their own activities effectively

- Maintaining Southbank Sinfonia's archive of marketing and press materials
- Lead on the annual musician recruitment campaign
- Assuming other general tasks within the scope and responsibility of the role as required from time-to-time by the Communications Manager 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.

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.

Essential:

- Outstanding copywriting skills; ability to write in a fresh, engaging style
- Excellent organisational skills
- Meticulous attention to detail
- 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
- High level of creativity and a desire to experiment with traditional forms of promotion
- Enthusiasm for classical music

Desirable:

- Experience in delivering marketing / promotional campaigns
- Experience of design and media software, ideally Adobe Creative Suite (Photoshop, InDesign and Premiere Pro)
- Knowledge of classical music
- Experience of curating and updating websites using a content management system (some knowledge of HTML an advantage)
- 3-6 months experience in a related environment

TERMS OF EMPLOYMENT

The role of Communication Assistant is full-time. Regular hours of work are Monday to Friday, 9.30am – 5.30pm although Southbank Sinfonia has frequent concerts so there are some evening and weekend commitments – a comprehensive Time off in Lieu (TOIL) policy exists.

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 midday on Thursday 26 September 2019.

To apply, you should email the following to Peter Smith, Administration Manager on peter@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

As part of our commitment to equality, inclusion and diversity (EDI) we invite all applicants to also complete an equal opportunities monitoring form. This short questionnaire is anonymous and is not linked to your application but provides us with invaluable data to enable us to reach our EDI goals.

You can find the questionnaire by [clicking here](#).

Please note that late or incomplete applications cannot be accepted. All applications are anonymised with all personal details and educational establishments removed before shortlisting.

Interviews for shortlisted candidates will take place week beginning 30 September.

If you are interested in applying but would like to find out more first or have any questions, you are welcome to contact Sam Olivier, Communications Manager for an informal chat on 020 3957 4132.