



ST JOHN'S SMITH SQUARE

## **Southbank Sinfonia at St John's Smith Square Communications Manager**

**Line Manager:** Richard Heason, Co-Director

### **ROLE OVERVIEW**

The Communications Manager will be a new role in a new organisation. Southbank Sinfonia at St John's Smith Square is the exciting coming together of two much-loved and well-respected music organisations: the orchestra - Southbank Sinfonia, and the venue – St John's Smith Square. Now operating as one organisation, with a unified management structure, Southbank Sinfonia at St John's Smith Square is a dynamic beacon of hope for classical music.

This role will see you playing a leading role in developing a communications and marketing strategy for the new venture, paired with a 'hands-on' approach to make it a reality. You'll be working in a supportive, vibrant and fast-paced environment, collaborating with a wide array of artists (especially Southbank Sinfonia's musicians), and embracing digital, print, and PR channels to share our story with the world.

We're seeking someone who can think afresh about how we communicate classical music's power, and who the audiences for it might be. You will nurture existing audiences, help to grow our family of supporters by working closely with the Development team, and boldly explore new ways to expand our reach.

You may have worked in communications with an orchestra, a venue, or another art form before. Equally, you might bring a blazing passion for music from communications experience elsewhere. What's crucial is that you're eager to think creatively to help us amplify classical music's place in the world, and are excited to join us at the beginning of our new journey.

### **KEY RESPONSIBILITIES**

This is a wide-ranging role working across the entire breadth of the organisation. Your responsibilities will be varied, including:

- Playing a leading role in the creation of a new communications strategy for Southbank Sinfonia at St John's Smith Square, designed to build awareness, enhance our reputation and maximise our revenues.
- Acting as the brand guardian, helping to develop a new visual identity for Southbank Sinfonia at St John's Smith Square and ensuring its ongoing management.
- Devising and implementing marketing campaigns for a range of performances and initiatives for Southbank Sinfonia at St John's Smith Square.
- Producing accurate and imaginative copywriting for a variety of uses, in keeping with the style of Southbank Sinfonia at St John's Smith Square.
- Taking responsibility for in-house design, and liaising with external designers when required.



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- Producing programmes and notes (with external input as appropriate) for our self-promoted events.
- Liaising with our PR consultant and providing them with accurate and up to date information.
- Creating audience development campaigns, 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.
- Managing relevant budgets as appropriate.
- Curating, updating and ensuring the accuracy of the organisation's websites.
- Producing and commissioning rich media content for online platforms.
- Maintaining and developing the various social media accounts of the organisation.
- Working with the Development team to ensure fundraising activity and messages are accurate online and in print.
- Ensuring excellent customer service standards are adhered to and acting as an ambassador for Southbank Sinfonia at St John's Smith Square when required.
- Providing a front-of-house presence at events and getting to know our audience; regularly attending concerts in evenings and weekends as required.
- Helping to advise fellowship musicians on how to promote and market their own activities effectively.
- Maintaining the organisation's archive of marketing and press materials.
- Assuming other general tasks within the scope and responsibility of the role as required.

### **PERSON SPECIFICATION**

Southbank Sinfonia at St John's Smith Square 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 someone who is, first and foremost, excited and inspired by our work, and who has the potential to make an integral contribution to our future.

We are keen for individuals with a wide range of professional experiences and backgrounds to apply for this role, and are happy to consider applicants without direct work experience of every element of the key responsibilities above.

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 music matters today. You should equally know what it takes to work in a busy organisation, able to balance numerous priorities and fulfil them all with efficiency and style.



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Applicants are also encouraged to draw on any relevant experience they may have gained in voluntary work or in their own projects. There are, however, a number of qualities we are looking for:

### **Essential**

- Excellent copywriting and editing skills
- Significant (two years or more) experience in delivering innovative marketing campaigns
- Experience of curating and updating websites using a content management system (some knowledge of HTML an advantage)
- Experience of brand management/adhering to a corporate visual identity
- Excellent organisational skills
- Meticulous attention to detail
- Excellent verbal communication skills; confidence in communicating with a wide range of people
- A pro-active attitude with the ability to work as part of a team
- Strong work ethic and a positive can-do approach
- Understanding and enthusiasm for what Southbank Sinfonia at St John's Smith Square 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**

- Significant (two years or more) experience of delivering marketing campaigns in an arts environment
- Experience of design and media software, ideally Adobe Creative Suite (Photoshop, InDesign and Premiere Pro)
- The ability to write in a fresh and engaging style
- Experience of PR, either directly or through working closely with an agency
- Knowledge of GDPR and how it applies to the capture and use of marketing data
- Knowledge of classical music

### **SALARY AND TERMS AND CONDITIONS**

Full time

Salary: £27,000 to £32,000

Hours: 40 hours per week, with TOIL scheme for additional hours

Annual Leave: 25 days per annum + statutory bank holidays

Probationary period: Six Months

Notice period: One Month

Start date: as soon as possible

Location: St John's Smith Square, London, SW1P 3HA (with home working currently supported when appropriate, following government guidelines). You may be asked to work outside office hours and in other locations from time to time as required



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## HOW TO APPLY

To apply for this position, please submit a CV and covering letter, explaining your suitability for the role, to Georgia Dimopoulou [georgia@southbanksinfonia.co.uk](mailto:georgia@southbanksinfonia.co.uk). The deadline for receipt of applications is **1pm on Monday 10<sup>th</sup> May 2021**. If you have any questions about the role, please contact Georgia by email.

## Equality Monitoring

Southbank Sinfonia at St John's Smith Square strives to be an Equal Opportunities employer to ensure that no person is unfairly discriminated against in its recruitment and selection policies and procedures. We operate a name-blind shortlisting process; your name will only be given to the interview panel at the interview stage.

We actively welcome applications from Black, Asian and ethnically diverse applicants and people from a lower socio-economic background, who are currently underrepresented in our team and within the orchestral sector.

To help us to ensure that our recruitment processes are fair and to achieve our aim to be an Equal Opportunities employer, we invite you to complete and return the enclosed **Equality and Diversity monitoring form**. Completion of the questions is voluntary and you can select "prefer not to say" if you would rather not answer any question. Responses are confidential: they will not be used as part of the selection process and will not be seen by the interview panel.