
ROMAN RIVER MUSIC

MARKETING MANAGER: JOB DESCRIPTION

January 2018

ROMAN RIVER MUSIC

Roman River Music aims to embed music and culture as a vital part of everyday life for people living in North Essex and South Suffolk. Alongside a year-long engagement and participation programme that aims to engage those least likely to experience live music and culture, activity is principally focused around an annual festival in informal and unexpected venues in Colchester and surrounding villages, featuring internationally-renowned musicians, choreographers and digital artists of the highest quality.

We convert disused urban buildings into performance spaces, remove the formal rituals of arts events and encourage audiences to pay what they can to one event per season. We produce work in partnership with Colchester Arts Centre, Firstsite, the Mercury Theatre and BBC Radio 3, we live stream performances to extend our reach and we give artists the time and space to develop their skill and create new work among the inspiring landscape of coastal Essex.

“Roman River is an outstanding festival and we are thrilled to be part of it”

Anthony Roberts, Director, Colchester Arts Centre

Successes over recent years have included brand new choreography to the music of JS Bach, a string quartet performed from memory in darkness, a day out singing sea shanties on a Maldon barge, a beer festival, a Bartók ballet set in a brothel and an epic Mahler symphony. International stars Tim Hugh, Nicola Benedetti, James Gilchrist and Bellowhead’s Jon Boden appeared at the 2016 Festival.

We have nurtured the artistic development of over 30 performers, primarily through the successful Jerwood Young Musicians Programme, given early performance opportunities to many artists who have subsequently established international careers and attracted new audiences to the Festival. In 2016, 46% of bookers were new. Our learning and participation programme is currently delivered in North East Essex to over 2,000 children and young people. This work will continue to evolve through three strands: Roman River Schools, Young People and Community.

Role overview

We seek a passionate and experienced freelance marketer who will contribute to integrated strategies and draft effective plans to communicate RRM’s activities to the public, stakeholders and funders, maximise ticket sales and revenue and promote the RRM brand across all channels.

DPS check

RRM is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. This appointment may be subject to an enhanced Disclosure and Barring Service check.

Key responsibilities

Strategic

1. Review, develop and implement RRM's marketing and audience development plans, working closely with the rest of the paid team and volunteers.
2. Support the Trustees and team by providing appropriate consultation, research and expertise in marketing and communications.

Brand and campaigns

3. Develop, establish and manage the RRM brand internally and externally.
4. Deliver all marketing campaigns for concerts and events using both traditional and digital media.
5. Support advertising generation for own channels.
6. Work with organisational leads as appropriate on the marketing and communication of fundraising campaigns and ensure appropriate crediting of funders and partners.
7. Develop and grow marketing and media partnerships.

Financial

8. Use a transparent method to manage the marketing budget, keep accurate records of income and expenditure and provide regular reports.
9. Contribute to budgeting and forecasting for events.

Public relations

10. Develop and deliver media relations strategy.
11. Drive proactive coverage with local and arts press including interviews, editorial and listings.
12. Contribute to a stakeholder communications strategy and develop key messages to promote RRM's impact, reputation and influence

Digital

13. Shape and draft a digital strategy for RRM.
14. Lead and manage RRM's digital channels including website, e-newsletters and social media.
15. Drive the move from traditional to digital marketing and communications.
16. Assist the education and upskilling of the organisation in digital practice.

Evaluation

17. Introduce, drive and deliver effective industry-standard evaluation, for example working with the Learning and Participation Leader to maximise and measure the impact of the programme with participants, stakeholders and potential donors.
18. Produce regular reports for the board and stakeholders

Box Office

19. Contribute to ticketing / pricing strategies as required.
20. Provide occasional input and support to the volunteer box office manager.

Line Management

21. Work with the Events & Volunteers Coordinator to establish, develop and manage volunteer marketing and communications support.

PERSON SPECIFICATION

This position is a great opportunity for an experienced, confident and hard-working individual looking to further develop their skillset across the marketing mix and have a transformative impact upon culture in North Essex in general and Colchester in particular.

Essential

- Creative self-starter with experience working within a similar role
- Solid brand, media and campaign experience
- Digital expertise, including website management, CMS (Wordpress), electronic marketing, analytics, social media
- Proven experience of best-practice impact and evaluation measurement techniques
- Effective proof-reading, copy-writing and communication skills
- Line management experience
- Willingness to work flexibly (evenings and weekends)
- Ability to travel efficiently between venues including rural locations and attend meetings as required

Desirable

- Knowledge of box office systems
- Knowledge of music and the arts
- Familiarity with East Anglia
- Experience working with volunteers
- Knowledge of InDesign and design principles
- Relevant qualifications, eg: CIM/CIPR

ADDITIONAL INFORMATION

Role: A part-time, freelance role, remunerated on the basis of an itemised monthly invoice
Place of work: Work from home, with meetings in Colchester and around Essex/Suffolk and in London
Term: Monday 5 March – Friday 30 November 2018 to be extended subject to funding and review
Fee: £22,500 pro rata per annum, according to experience
Hours: 15 hours per week plus evening and weekend work as required

APPLICATION PROCEDURE

To apply, please email your CV and covering letter to Victoria Steinitz, General Manager via victoria@romanrivermusic.org.uk. Please include details of two referees in your application, stating at what point in the recruitment process each of them may be contacted (we will not contact your referees without your permission). We would also appreciate an indication of your availability to start with us.

Deadline for applications Thursday 15 February 2018, 5pm

Short-listed candidates will be invited for a first-round interview wc Monday 26 February 2018.

Successful candidates *may* be invited for a second interview wc Monday 5 March 2018.

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Equality and Diversity Policy

Equality and diversity recognise that all individuals are different and should be treated fairly and equally in accordance with their needs. Equality and diversity looks particularly at race, ethnicity, gender, sex, sexual orientation, disability, religion, faith, poverty and age and aims to ensure that no person is discriminated against or disadvantaged for their circumstances, identity and beliefs.

RM is committed to a policy of diversity and equality of opportunity in its programme, employment practices and in the provision of its services. This policy aims to:

- support equality issues as part of the overall business plan of the organisation;
- make equalities issues visible within the organisation.

Background

Alongside excellence, diversity has always been a fundamental driving force for RRM. This has led to the present vibrant festival and other events embracing a wide variety of genres and art-forms in accessible venues, with an emphasis on informality and welcoming those who do not habitually engage with culture. 46% of 2016 ticket bookers were new.

Although we operate in a region with 8% ethnic minorities and 92% white population, the mix is changing. The 2011 Census identified Colchester as the third most ethnically diverse area in Essex, including Asian, Afro-Caribbean, Chinese and Polish. Colchester has also accepted Syrian refugees. To respond to this, we aim to create an inclusive programme which inspires everyone from all backgrounds and from toddlers to elders, to get involved with culture.

Strategic goals

Our policy goals for equality and diversity are to:

- research and develop opportunities to perform and engage with music for culturally diverse groups not currently engaged with our programme. We will create programmes which are diverse and relevant to them while providing opportunities to share in and experience other cultures;
- develop our programme so that everybody is made welcome and feels ownership and pride. We will continue to programme a mix of the best and most innovative world, jazz, experimental, rock, folk and classical music and other performing arts from a diverse range of outstanding practitioners. In order to make our festival as inclusive as possible, events will range from large-scale, traditional seated events to free street performances and small-scale events, all fuelled by the publicity, audience and buzz that a festival generates;
- reflect the diversity of this country, and will bring inspiring and diverse role models to our audience and participants;
- target deprived communities with least access to the arts;
- attract staff, volunteers and trustees from diverse groups by appointing critical friends for protected characteristics, to work with the team, make suggestions and identify barriers to participation;
- create a diversity budget to train staff, volunteers and trustees on this area of work;
- improve access provision, investigating hearing loops, sign language interpreters, large print and wheelchair access, and ensuring venues for family events encourage breast feeding and have baby-changing facilities.