



## WORK WITH THE CBSO

# CONTENT COORDINATOR

We're looking for a natural storyteller and talented copywriter with good knowledge of orchestral music to join the Marketing & Communications team.

This role is all about great content: understanding exactly what works for different audiences and what makes a great story - as well as always being on top of the latest social media and content trends. You'll be super organised, bursting with creative ideas, and not afraid to try new and bold ways to bring our stories to life.

Being aware of what is required to create high-quality visual, audio, and written content, alongside experience of creating briefs for a variety of mediums, is essential – as is the ability to manage multiple projects at once. The ability to also create and capture some visual content would be an advantage in this role.

This role will require regular evening and occasional weekend work.

**SALARY:** £26,500- £28,000 per annum

**HOURS:** 35 hours per week

**LOCATION:** Birmingham, hybrid

**REPORTING TO:** Marketing and Content Manager



# ABOUT THE CBSO

The City of Birmingham Symphony Orchestra (CBSO) is an internationally celebrated symphony orchestra, at home in Birmingham. A family of 90 incredible musicians, led by Music Director Kazuki Yamada, proud to make exciting musical experiences that matter to the people of Birmingham, the West Midlands and beyond.

Resident at Symphony Hall, the orchestra's musicians perform over 150 concerts each year in Birmingham, the UK and around the world, with music that ranges from classics to contemporary, soundtracks to symphonies, and everything in between. With a far-reaching community and education programme, a ground-breaking partnership with Shireland Collegiate Academy Trust, and a family of choruses and youth ensembles, it is involved in every aspect of music-making in the Midlands – and has been for more than 100 years.

This longstanding tradition started with the orchestra's very first symphonic concert in 1920 – conducted by Sir Edward Elgar. Ever since then, through war, recessions, social change and civic renewal, the CBSO has been proudly 'Birmingham's orchestra'. Under principal conductors including Adrian Boult, George Weldon, Andrzej Panufnik and Louis Frémaux, the CBSO won an artistic reputation that spread far beyond the Midlands. But it was when it discovered the young British conductor Simon Rattle in 1980 that the CBSO became internationally famous – and showed how the arts can help give a new sense of direction to a whole city. Rattle's successors, Sakari Oramo, Andris Nelsons and Mirga Gražinytė-Tyla, helped cement that global reputation and continued to build on the CBSO's tradition of flying the flag for Birmingham.

In April 2023, Emma Stenning was appointed Chief Executive and Kazuki Yamada took up the post of Chief Conductor and Artistic Advisor, and in May 2024 became Music Director. Under their dynamic leadership, the orchestra continues to celebrate the joy of music, and the brilliance of its home city of Birmingham, through creating unmissable and unforgettable musical experiences for all.

## OUR COMMITMENT TO EQUALITY AND DIVERSITY:

The CBSO is an equal opportunity organisation: we value diversity in our organisation and welcome applications from everyone. We consistently monitor our recruitment process to ensure that individuals are selected based on their relevant merits and abilities and receive equal treatment.

You will be welcomed at the CBSO and will find an inclusive environment where different views and experiences are valued, and everyone is able to be themselves. We recognise and understand the importance of diversity and inclusion and want our organisation to be representative of the audiences, people and communities we serve.



# KEY RESPONSIBILITIES

- Take the lead on the day-to-day running of the CBSO's social media channels, including:
  - Planning and scheduling content for all platforms in line with the digital and content strategies, as well as capturing content for stories etc. as required.
  - Writing compelling and engaging copy using the brand's clear tone-of-voice guidelines, tailored to each social media channel and its audiences.
  - Optimising our channels and content to achieve increased engagement and follower growth.
  - Prioritising accessibility within all content and keeping up to date with best practice in this area.
  - Working with the Graphic Designer and Content Creator to develop content, telling the story of the organisation and following content trends where relevant.
  - Working with the Data Analyst to track performance in relation to targets.
- Lead on the creating and coordinating content for the CBSO's regular email newsletter, blogs, and news stories, as well as content for any other owned channels. This will require working across the organisation to gather interesting and up-to-date information about projects and programmes.
- Alongside the Marketing & Campaigns Coordinator, lead in the day-to-day management and maintenance of the CBSO's website, ensuring all content is accurate and up to date. Regularly meet with the CBSO's external web agency to continually improve the site for users.
- Lead on the commissioning and coordination of content for concert programmes, including some copywriting where necessary. Work closely with the Designer on timelines for these projects.
- Run the CBSO's cross-organisation Storytelling Group – meeting 4 times per year with colleagues from each team to discuss ideas which centre around showcasing who we are and what we do.
- Under the direction of the Marketing & Content Manager, implement the creative content strategy for the organisation. Focusing on creating clear briefs for a variety of channels and mediums.
- Work closely with the Content Creator to plan and capture a variety of content from across the organisation to better tell the CBSO's stories to a wide range of audience. This will include leading on the scheduling and organisation of content capture projects including photoshoots and audio/video capture.

- Manage the schedule for the CBSO Centre screens, working with the Content Creator to ensure that content is regularly updated, as well as managing the live feed and content for other resident organisations in the building as required.
- Work with the Content Creator to make sure that all digital assets (including the photo and video libraries) are organised effectively, including ensuring GDPR compliance around content storage and permissions. In addition, manage the print archive for marketing team, and maintain all press and media packs.
- Keep up to date with key content and social media trends and shifts in the industry to keep the CBSO's content relevant and engaging for audiences.
- Provide copywriting and proofreading support for different teams to write compelling copy in the brand tone-of-voice.
- Deputise for the Marketing & Content Manager, if required.

### Full Team Responsibilities

- Attend concerts in Birmingham (and beyond) as required.
- Work closely with other departments to support the communication of the organisation's wider work.
- Act as a brand guardian for the CBSO.
- Actively contribute to the wider team objectives and to provide support to colleagues – particularly during busy periods (e.g. Season Launch) where work beyond your day-to-day role may be required.
- Continue to learn and actively stay up to date with new ideas, products, and processes in your area.
- Be creative, be collaborative and bring ideas.
- Any other reasonable requests made by your line manager or director of department.

# PERSON SPECIFICATION

### ESSENTIAL SKILLS:

- A passion for connecting audiences with joyful musical experiences.
- At least 2 years' experience managing social media channels for a cultural or creative organisation.
- Excellent and proven copywriting and content creation experience within the arts and culture sector.
- Knowledge of how to write creative briefs for a variety of mediums (including photography, videography, and written content).
- Experience of working with website management and email marketing tools.
- Excellent proofreading skills and attention to detail.
- Good knowledge of classical and orchestral music.
- A team player with a proactive and collaborative approach.
- Adaptability to change on short-notice and respond to requests from multiple channels.

### DESIRABLE SKILLS:

- Experience of capturing digital content (photography, videography, audio etc.).
- Content editing experience (photos, videos etc.) and knowledge of appropriate software.
- Prior experience of creating long form written content for orchestras and classical music.





# TERMS & CONDITIONS

- Member of CBSO staff, primarily based at CBSO's purpose-built rehearsal and administrative home, CBSO Centre, in central Birmingham with provision for hybrid working.
- This is a permanent employed position
- This is a full-time role based on 35 hours per week
- CBSO staff are entitled to 25 days annual leave (pro rata from date of starting) plus Public Holidays
- There will be requirement for attendance at evening events (e.g. concerts) and for work at weekends. There is some provision for flexible working.
- This post is subject to a 6 month probationary period
- Membership of the CBSO's Group Stakeholder Pension Plan