



# Chetham's

SCHOOL OF MUSIC

## Job Description

### CONTENT CREATOR

<b>Responsible to:</b>	Head of Communications & Marketing Manager
<b>Hours of work:</b>	35 hours a week, some flexible working, with occasional evenings and weekends
<b>Holiday allowance:</b>	20 days per year plus bank holidays

### CONTEXT:

Chetham's is home to three extraordinary places - Chetham's School of Music, Chetham's Library and Stoller Hall – and we are united by one vision which is to bring people together

*Chetham's School of Music* is the largest specialist music school in the UK, an Independent School and a charity. We are the only one in the North of England and every year, we welcome around 330 gifted students, aged between 8 – 18, from the UK and overseas. We provide financial support to 90% of all students and a quarter do not pay any fees at all. This is possible thanks to funding from the Government's Music & Dance Scheme and the generous support of our donors.

*Chetham's Library* was founded in 1653 and is the oldest surviving public library in Britain. We've been open to members of the public ever since. Our Library collection is one of national and international importance and spans over 250,000 books, prints, maps, photographs and manuscripts. Highlights include first editions of Isaac Newton's Principia Mathematica and John Milton's Paradise Lost as well as the desk where Karl Marx and Friedrich Engels famously worked on the Communist Manifesto.

*Stoller Hall* is a 482-seat auditorium and is the only small scale, acoustic chamber music venue in the North-West of England. This RIBA award winning space was designed by Stephenson STUDIO and the outstanding acoustics conceived by ARUP. Since opening in 2017, the venue has become a popular space for recitals, recordings and workshops and delivers an ambitious series of performances and conferencing events.

### PURPOSE:

We are looking for a creative team player to come and work with us to develop our digital and social media presence.

Reporting to the Head of Communications and the Marketing Manager, you will work alongside our Digital Design Officers and our Fundraising & Development Team to create engaging content (visual and written) for multiple platforms.

You will have excellent team working, interpersonal and verbal and written communication skills. You will be keen to learn, and you will be passionate about our unique organisation.

We will work with you to develop your skills, and ensure you are excellently placed to support us to build our brand awareness and digital presence. There will be a strong focus on marketing of events and our facilities to generate income and recruiting students for Chetham's School of Music.

You will be ambitious, flexible and adaptable, and will be knowledgeable about digital and non-digital communication channels. You will be organised and efficient, able to manage multiple tasks at once, and be interested in developing your marketing practice.

There is the option to complete an apprenticeship alongside this role, for example, a Digital Marketer apprenticeship. We would support this through our Chetham's Apprenticeship Levy Fund.

## **KEY RESPONSIBILITIES:**

The Content Creator will be responsible for the following:

1. Create and schedule social media content (across all social channels), including use of branded graphics, videos, images and written copy.
2. Respond to customer service queries on social media platforms on behalf of Stoller Hall, Chetham's School of Music and Chetham's Library, escalating to the Marketing Manager and Head of Comms where necessary.
3. Liaise with external promoters and artists for marketing materials and campaign updates.
4. Undertake analysis of social media channels, tracking digital statistics against KPIs.
5. Update Stoller Hall, Chetham's School of Music and Chetham's Library websites and develop content for website to increase the visibility on search engine rankings and within Manchester's wider cultural landscape.
6. Work with the Marketing Manager on promotional campaigns for individual public-facing events, identifying key audiences, and implementing advertising plans.
7. Send out monthly press listings, and work with the Head of Comms to develop other press and media plans and press releases.
8. Creating e-newsletter and marketing email copy for public events.
9. Work with the in house design team to plan for and brief in appropriate digital and print assets for marketing campaigns.
10. Oversee events for Stoller Hall, Chetham's School of Music and Chetham's Library being uploaded to appropriate listings sites.
11. Support the delivery of season brochures, including collation of content, images, copy writing and proof reading.
12. Support the wider Marketing and Communications team in encouraging social media engagement.
13. Analyse data from all sources (including for example box office systems, google analytics and social media channels) to evaluate marketing effectiveness.
14. Contribute to the development of the organisational internal and external Marketing and Comms strategy.
15. Provide administrative support to assist with digital marketing and communications activities across whole organisation.
16. Manage the video and images library.
17. Ensure all marketing and use of imagery (particularly when featuring young people) is compliant with Safeguarding policies.
18. Any other duties as required.

## **GENERAL RESPONSIBILITIES**

The Content Creator will:

1. Promote Chetham's School of Music, Chetham's Library and The Stoller Hall and in a positive and professional manner at all times.
2. Display a flexible "can do" approach which will enhance Chetham's wider reputation.
3. Operate in accordance with Chetham's policies and procedures including, in particular, Chetham's Child Protection and Safeguarding Children Policy Statements (see separate document).
4. Undertake any training necessary to meet the requirements of the post.

5. Adopt a flexible approach to working hours as required by the business.
6. Undertake any other duties, relevant to the post holder's skills, which may, from time to time be deemed necessary.
7. Be open to new ideas, understand the need for change and be willing to adapt.
8. Be aware of the issues of equality and diversity, understand and be sensitive to cultural differences.
9. Be responsible for his/her personal presentation, health and physical fitness.
10. Maintain a high level of attendance.
11. Take all possible steps to ensure a safe working environment for self and others.

**CHILD PROTECTION AND SAFEGUARDING CHILDREN**

As a post holder I recognise my responsibility to promote and safeguard the welfare of children and young people for whom I am responsible, or with whom I come into contact. I will adhere to and ensure compliance with *Chetham's Child Protection and Safeguarding Policy*, the *Staff Code of Conduct* and related documents (available at [www.chethams.com](http://www.chethams.com)) at all times. If, in the course of carrying out the duties of the post, I become aware of any actual or potential risks to the safety or welfare of students at Chetham's, I have a duty to follow the reporting routes and to report any concerns to the Designated Safeguarding Lead or to the Joint Principal (NS).

Our Policy and Procedure is in line with national directives and must be adhered to by all staff. Chetham's is committed to the development of good practice and sound procedures. We will always endeavour to fulfil our duty to challenge or intervene in order to protect all students at Chetham's. Concerns and referrals will be handled in a sensitive and professional manner which will support the needs of students and staff. Chetham's recognises the contribution it can make to protect and support students. I agree that I have read and understood the attached job description.

**OUR MISSION AND VALUES**

Our mission is to bring people together through the power of music and education.

We are driven by our values to make music and education for accessible, to enrich the lives of people in Manchester and beyond and improve wellbeing through music and learning.

I agree that I have read and understood the attached job description.

Employee's name.....

Employee's signature.....

Date.....

## PERSON SPECIFICATION

### Essential

1. Have an interest in learning more about arts and event marketing and concert/live event promotion.
2. Possess strong IT skills, including knowledge of Microsoft Office.
3. Have past experience of working with professional social media platforms.
4. Have past experience working with a website content management system (e.g. Wordpress, Wix, Joomla).
5. Have great interpersonal and communication skills across all levels of the organisation's staff team and their own team.
6. Be able to prioritise key tasks while working on a range of projects for The Stoller Hall, Chetham's School of Music and Chetham's Library.
7. Be strongly customer/client focussed with an understanding of customer relationships and clear customer communications.
8. Be self-motivated and highly organised.

### Desirable

1. Knowledge of classical music.
2. Previous experience within a marketing role.
3. Experience with a venue ticketing system or other CRM (e.g. Spektrix, Tessitura, SRO, Ticketsolve).