



## **JOB DESCRIPTION**

Job Title:	Marketing Assistant
Reports to:	Marketing Manager
Appointment details:	Temporary (9 month contract), Full Time (35 hours per week), including some weekend and evening work
Salary:	£15K per annum

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### **Main objectives of the post**

The Marketing Assistant works closely with, and supports the Marketing Manager, to raise the Orchestra's profile, maximise income through ticket sales and contribute creatively to the continued growth and development of the organisation. The Marketing Assistant is involved in all aspects of marketing, most particularly supporting the PR and press function and digital media.

### **Person Specification**

The Marketing Assistant will be creative and proactive with the drive and ambition to develop a career in arts marketing. Able to work on their own initiative, the ideal candidate will have a positive approach and the confidence to put forward their own ideas when appropriate. In particular, a flair for writing engaging, persuasive yet concise copy is essential.

### **Key responsibilities**

#### **Marketing:**

- To assist in the preparation of printed material, particularly regular newsletters, by writing copy, ensuring accuracy by proofreading and editing and liaising with designers.
- To be responsible for and manage all aspects of the preparation of concert programmes in liaison with programme note writers, designers, advertisers, etc.
- To liaise with all venues where we have been engaged by to provide photographs, biographies, etc.
- To be responsible for developing and maintaining all mailing lists ensuring they are kept up to date.
- To assist with distribution of marketing material.
- To assist the Marketing Manager in audience development and audience research projects, acting as the key representative for Camerata's involvement in the Sonic Card scheme.
- To be responsible for keeping ticket sales records updated for all concerts

- To assist with Front of House duties at concerts, including some programme selling.

#### **Digital Media and Website:**

- To play an active role in updating and developing all digital media, including the content of [www.manchestercamerata.co.uk](http://www.manchestercamerata.co.uk). To include:
  - Liaising with external website designer and host.
  - Regularly updating copy on the website using content management system.
  - Obtaining website statistic reports.
  - Online publicity – links to other sites, competitions, etc.
  - Managing and developing email lists, writing and sending out monthly e-newsletters.
  - Identifying key opportunities internally and externally.
  - Working with other departments to create and implement web-based projects.
  - Developing and maintaining all aspects of Camerata’s social media applications.

#### **Press:**

- In conjunction with PR consultant, managing and developing relationships with local Press and Media, including broadcast opportunities.
- Write and distribute regional press releases and following up with target media.
- Maintain and build press contacts database, press cuttings file and general press correspondence records.
- Liaise with other venues to maximise local and regional PR opportunities.
- Liaise with all other departments to promote the full range of the orchestra’s activities.
- Arrange competitions with relevant press.

#### **General Administration:**

- Mailroom management.
- Any other duties deemed appropriate via discussion with the Marketing Manager and Chief Executive.

### **PERSON SPECIFICATION**

#### **Essential skills, knowledge & experience**

- Outstanding verbal and written communication skills
- Excellent interpersonal and organisational skills
- Experience of arts marketing and press
- Creative, practical and able to work effectively under pressure and to tight deadlines
- High level of computer literacy including word processing, spreadsheets, databases, email and internet
- Ability to work in a team

#### **Desirable skills, knowledge & experience**

- Knowledge of the Classical Music sector and orchestral repertoire
- Relevant professional qualification
- Experience of copywriting, editing and producing publications

- Experience of managing website content and creating e-publications
- Experience of working with local, regional and national media
- Knowledge of desk top publishing

## **Background information**

### **MISSION STATEMENT**

Manchester Camerata is committed to using the inspirational power of live music to transform lives and we celebrate our unique position as a chamber orchestra to deliver this in the twenty first century.

Manchester Camerata's concert and learning work are both motivated by the pursuit of artistic excellence. Ideas from both strands of work flow freely to inform and influence our approach which is characterised by intimacy, immediacy and passion.

Our work reflects the creativity and energy for which our home city of Greater Manchester has become known throughout the world, and we will exploit our versatility and drive to bring live music to all parts of the Northwest and beyond.

### **CORE VALUES**

**Creativity ♦ Excellence ♦ Commitment ♦ Accessibility**

### **10 Key Facts about Manchester Camerata**

- Founded in 1972 the Camerata is one of the UK's premier chamber orchestras and Chamber Orchestra in Residence at Manchester's Bridgewater Hall
- Music Director is Douglas Boyd, Permanent Guest Conductor is Nicholas Kraemer and Principal Guest Director is Gordan Nikolitch
- Manchester Camerata performs throughout North West, Yorkshire, Staffordshire and Wales
- July 2009 sees its second appearance at BBC Proms after debut in July 2005
- The orchestra recently embarked on a long term project to record all 9 Beethoven Symphonies. Beethoven's Symphony no. 1 & no.3 was released in November 2009 and the next disc, Beethoven's Symphony no.6 & no.8 will be released in January 2011.
- Manchester Camerata received its first live concert broadcast on BBC Radio 3 in October 2004 and has been frequently broadcast ever since, including on BBC Radio 3's Discovering Music programme.
- Manchester Camerata runs an award-winning programme of Learning & Participation work.
- Manchester Camerata is professional partner in residence at the RNCM, a unique partnership which is the first of its kind in the UK. A flourishing programme of collaborative work benefits students, musicians, audiences and communities throughout Manchester and the Northwest.
- During 2008/09 Manchester Camerata presented over 360 concerts, workshops and events to more than 60,000 people.
- Manchester Camerata's ongoing partnership with the Bank of America Foundation to deliver a learning residency in Chester in association with Chester Festivals, is one of the largest arts sponsorships in the UK. In 2007 Manchester Camerata was also awarded the Arts & Business "Bravo" Award for Sustainability, for its long term partnership with sponsor, Air Products plc.

## **ABOUT MANCHESTER CAMERATA**

Founded in 1972, Manchester Camerata is now one of the UK's leading chamber orchestras. Based in the North West, Camerata is chamber orchestra in residence at the Bridgewater Hall in Manchester and a Professional Partner at the Royal Northern College of Music, where it has been performing for more than 30 years. Around the region the orchestra has four flourishing residencies in Crewe, Ulverston, Stafford and Colne and performs in a wide range of concerts, festivals and series across the UK. Each year the orchestra makes around 75 concert appearances as well as an ever - increasing number of broadcasts and recordings.

Off stage, Manchester Camerata is committed to Learning and Participation and to engaging all of its communities in live music. From pre-concert talks to major creative projects in schools, each year Camerata delivers over 300 events across the North West reaching out to nearly 10,000 participants. In 2007 the orchestra moved to the RNCM, becoming the first professional orchestra in Europe to be fully resident in a Conservatoire.

Manchester Camerata is a registered charity and a company limited by shares. The organisation is governed by a non-executive Board of Directors and managed by a team of nine full-time staff. The orchestra is made up of 33 freelance musicians and a 3-person artistic directorate.

<b>Music Director</b>	Douglas Boyd
<b>Principal Guest Conductor</b>	Nicholas Kraemer
<b>Principal Guest Director</b>	Gordan Nikolitch

**See our website for more information**

**[www.manchestercamerata.co.uk](http://www.manchestercamerata.co.uk)**