

Marketing Coordinator

Cambridge Philharmonic, founded in 1887, is one of Britain's oldest and most distinguished music societies. It comprises both a full symphony orchestra and large chorus, and performs in venues such as West Road Concert Hall, King's College Chapel, Saffron Hall and Ely Cathedral.

The society's members are drawn from in and around Cambridge and represent a wide range of ages and backgrounds. Many of these members generously volunteer their time to ensure the Cambridge Philharmonic remains successful.

Under the baton of Music Director Harry Sever, Cambridge Philharmonic performs a wide range of repertoire as part of its annual concert series, including an opera, family concert, and classical and contemporary works.

More information about Cambridge Philharmonic can be found at cambridgephilharmonic.com.

Cambridge Philharmonic contracts a freelance marketing professional to coordinate marketing activity, working with a team of marketing support volunteers, in order to engage a wide cross-section of the Cambridgeshire population with our innovative and exciting programme of events.

Job Description

The core duty of the Marketing Coordinator is to communicate Cambridge Philharmonic's vision and innovative programme both to potential audience members and potential new members of the society, in order to support and develop income streams.

Key relationships include with the Music Director, Chair and other members of the Committee; and with the volunteer marketing team, many of whom are members of the society, such as the Website Manager, Supporters Manager, social media team and print distributors.

Key responsibilities include:

- Develop strategies for marketing and promotion for all events, working collaboratively with the Music Director
- Develop and work with relevant members of marketing team (print coordinator and distributor, website manager, social media team, e-comms manager) to produce and distribute content for Cambridge Philharmonic's communications and marketing channels
- Nurture and grow media relationships, and work proactively to develop regular press and media coverage for Cambridge Philharmonic
- Analyse, develop and make effective use of Cambridge Philharmonic's audience database
- Be the "brand guardian" for Cambridge Philharmonic across all platforms, ensuring consistency and quality, supporting colleagues to do the same
- Track ticket sales and liaise with ticketing manager for ticketed event on-sales and communications
- Manage the marketing budget, in collaboration with the Marketing Trustee
- Working with the Marketing Trustee, Supporters Manager and a team of volunteers, develop Supporter income streams, including individual regular and one-off donors and corporate sponsors
- Working with members of the committee, develop activity to attract new members of the society, both chorus and orchestra

This job description is a representative document. Other reasonably similar duties may be allocated from time to time, commensurate with the general character of the post and its grading. The person appointed will be expected to work flexibly and the exact nature of the duties described above is subject to periodic review and liable, following discussion with all parties, to change.

Job Structure

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| Hours per week: | Freelance, flexible hours |
| Fee: | £500/month, paid monthly |
| Contract duration: | Self-employed rolling contract; each party giving one month's notice |
| Reporting line: | Reporting to the Marketing Trustee |

This role is home-based and can be undertaken with flexible hours; in-person presence (in Cambridge or other local venues e.g. Saffron Walden) is required at some ticketed events, and potentially occasional rehearsals and committee meetings – to be agreed in advance.

Person Specification

Essential:

- Experience of leading and developing marketing and communications of cultural events across a range of channels
- Excellent written and oral communication skills and confidence in communicating with a wide range of people
- Highly self-motivated and well organised, able to work independently and proactively as part of a team to achieve high standards and create positive impacts for the society
- Willingness to adhere to all society policies including but not limited to equal opportunities, health and safety

Desirable:

- A passion for engaging people with orchestral and choral music
- Resourcefulness, a creative approach to working with volunteers/limited resources
- Experience of working with volunteers
- Experience of managing budgets
- Working knowledge of programmes such as Wordpress, Mailchimp, Ticketsource

We actively encourage applicants from under-represented backgrounds. We value the positive impact that differences have on our society: if you are interested in this role then we are interested in hearing from you.