



**OPUS Music Community Interest Company  
Culture Recovery Fund Project  
Marketing of Music in Healthcare Training**

## **MARKETING ASSOCIATE (TRAINING)**

This is a short-term role with scope to expand in future subject to funding.

### **Role Purpose**

- With support from Chief Executive Nick Cutts, to scope current and potential clients for OPUS Music CIC's (OPUS') training offers for professional musicians and for health and care professionals.
- To explore options for the delivery of training in consultation with current/future clients and to initiate the marketing of OPUS' training offers.

### **Operational Responsibilities**

#### **Research**

- To work with Chief Executive Nick Cutts to gain a full understanding of OPUS' various training offers.
- To research and gather contacts for client groups for these training offers.
- To engage with existing and potential new clients, discussing preferred options for scheduling and delivery methods for training.

#### **Marketing**

- To create marketing materials for OPUS' various training offers in direct response to client feedback and in partnership with Chief Executive, Nick Cutts.
- To initiate marketing of these training packages utilising media/platforms as deemed appropriate (with support as required from the OPUS team).
- To hand the information gathered, materials generated and processes initiated to the OPUS team upon completion of this contract.

## Person Specification

| <b>Essential</b>  | <b>Desirable</b>  |
|---|---|
| <b>Experience</b>   |   |
| Experience of packaging training programmes for a variety of different clients                          | Experience of training offers within health and social care (broadly) |
| Marketing experience within a related field   | Previous administrative experience in arts                            |
| Administrative experience and track record  |   |
| <b>Knowledge</b>  |   |
| Knowledge of the rapidly evolving Arts and Health world   | Knowledge of Music in Healthcare training and/or practice             |
| Knowledge of administrative tools   | Knowledge of systems/structures within academia and healthcare        |
| <b>Skills</b>   |   |
| Excellent communication skills – verbal and written   |   |
| Proficient in Microsoft Office applications including Teams, Word, Excel and Outlook plus good literacy |   |
| <b>Personal Qualities</b>   |   |
| Able to use own initiative as well as work within provided guidelines                                   |   |
| Self-starter, methodical, able to meet deadlines and manage own time effectively                        |   |
| Access to computer, printer and telephone   |   |
| Strong ethics, including capacity for handling confidential data  |   |
| <b>Equalities</b>   |   |
| Understanding and commitment to equal opportunities, diversity and access                               |   |

**Role/Fees**

The role is offered on a fixed-term basis for the sum of £4,000, based on 20 days at £200 per day for two months (December 2021/January 2022). Time needs to be worked flexibly.

**Place of work**

You will need to work from your own base and provide all facilities such as own computer, printer, broadband connection and telephone.

**Contract**

The appointment will start as soon as possible and complete on or before 31 January, 2022.

**Equality and Diversity**

We welcome applications from all sections of the community.

**More about OPUS Music Community Interest Company (OPUS):**

**OPUS** was established as an incorporated organisation in 2000 and as a Community Interest Company in 2012. OPUS has become a specialist and UK leader in the delivery, training and advocacy for Music in Healthcare Practice. Alongside a practice of live music-making in numerous health and social care settings over the past 10 years, OPUS delivers highly acclaimed training programmes, developed through European and International partnerships, for professional musicians and for health and care professionals.

**Current Context:**

Whilst OPUS' practice as Healthcare Musicians has largely been on hold throughout the pandemic so far (apart from practice within Child and Adolescent Mental Health services which has since resumed), OPUS has remained active, creating online resources to support healthcare settings, and exploring online practice and training options. OPUS' core team of musicians has continued working from home and from COVID secure spaces when possible.

A Culture Recovery Fund Continuity Support grant, from November 2021 to January, 2022, is supporting OPUS to transition back to a regular in-person/online practice, and to re-package its training offers for musicians and health and care professionals in order to reach more people through this strand of work.

**How to apply**

Please send a short letter of application detailing how you meet the person specification, with an accompanying CV, including the names of two referees to [nick@opusmusic.org](mailto:nick@opusmusic.org)

Please direct any questions to Chief Executive Nick Cutts:

[nick@opusmusic.org](mailto:nick@opusmusic.org)

Tel: 07786 157515

Your application should arrive no later than 5pm on Tuesday 23<sup>rd</sup> November 2021.

Interviews will be held via MS Teams on the morning of Friday 26<sup>th</sup> November 2021.