



**OPUS Music Community Interest Company
Marketing/Comms for OPUS Music CIC
Role Description and Application Procedure**

MARKETING AND COMMUNICATIONS MANAGER

Context

OPUS Music CIC (OPUS) is looking to engage a dynamic, forward-thinking person to manage OPUS' marketing and communications. This role is offered initially for a period of 2 years and is offered on a flexible, self-employed basis of 80 days per year. The role is supported by funding from Youth Music's Recharge Fund. We hope to both expand and extend the role over the 2-year period subject to further funding.

Role Purpose

- With support from Chief Executive Nick Cutts, to continuously develop and enact OPUS' marketing and communications strategy
- To engage stakeholders and audiences in dialogue through appropriate methods and platforms in order to capitalise upon partnerships and expand OPUS' reach

Operational Responsibilities

- To create and post marketing and communications content (with support from the Chief Executive and artistic team) to ensure that the messages and stories of OPUS' practice are heard by a wide variety of stakeholders and audiences
- To work alongside marketing and communications teams within partner organisations to ensure that communications are appropriate, collaborative and impactful
- To promote training and other opportunities to the Arts/Music and Health/Care sectors utilising media/platforms as deemed appropriate (with support as required from the Chief Executive and/or artistic team)
- To ensure that OPUS' web-based content is up-to-date and refreshed appropriately
- To develop marketing and communications materials (with the support of the Chief Executive and Creative Team) as appropriate
- To engage in networking, gathering contacts and connections for OPUS through a variety of channels
- To keep informed on current developments within this rapidly developing area of work and respond to these in a timely manner

Person Specification

| Essential | Desirable |
|--|---|
| Experience | |
| Experience of engaging proactively with a wide range of stakeholders and audiences | Experience of engaging with stakeholders and audiences within health and social care (broadly) |
| Marketing experience within a related field | Previous administrative experience in the Arts |
| Administrative experience and track record | |
| Knowledge | |
| 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 health and social care |
| Skills | |
| Excellent communication skills – verbal and written | |
| Proficient in Microsoft Office applications including Teams, Word, Excel and Outlook plus excellent literacy | Experience of using contact management and/or mail distribution packages such as MailChimp |
| Experience of using social media platforms to engage with stakeholders and audiences, including but not limited to Facebook, Twitter and Instagram | Experience of developing content for and managing websites (currently built on Wordpress/Elementor) |
| Personal Qualities | |
| 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 | |
| Equalities | |
| Understanding and commitment to equality, diversity and inclusion | |

Role/Fees

The role is offered on a flexible, self-employed basis with a fee available of £150 per day for 80 days per year (nominally 2 days per week for 40 weeks of the year).

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. No additional fees are available to cover costs associated with equipment/ office base.

Contract

The appointment will start as soon as possible with the role currently anticipated to run for a minimum period of 2 years. The contract will include a 3-month probationary period, at the end of which either party may terminate the contract.

Equality and Diversity

We welcome applications from all sections of the community, particularly those currently under-represented within OPUS Music CIC and the Arts and Health sector.

How to apply

Please send a letter of application detailing how you meet the person specification (no more than 2 sides of A4), with an accompanying CV, including the names of two referees to nick@opusmusic.org

Please direct any questions to Chief Executive Nick Cutts:

nick@opusmusic.org

Tel: 07786 157515

Your application should arrive no later than 5pm on Wednesday 26th October.

We will inform candidates who have been shortlisted for interview on Friday 28th October.

Interviews will be held via MS Teams on the morning of Friday 4th November.