

Job Title: **Media & Communications Officer**

Reports to: CEO

Work closely with: Delivery and Development Teams

Responsible for: None

Overall purpose of job

To support the delivery of a sustainable, inclusive and high quality programmes of music making opportunities in the East Midlands through the development and delivery of editorial, strategic, creative and operational media support.

To contribute to the overall development of **soundLINCS'** ongoing programmes of community music making, taking responsibility for ensuring the Company's communications are influential and informative for our full range of stakeholders.

Roles and responsibilities

Working collaboratively with the CEO, Delivery and Development Directors to maintain and build soundLINCS' reputation, identifying opportunities for press and publicity promoting the external profile of the Company, its activities and events through developing and implementing its communications and media strategy

To ensure marketing content aligns with soundLINCS' brand identity and message

To maintain and develop soundLINCS publications, e-letters and membership services.

To create when needed, presentations, case studies, blogs, press releases

To design and create soundLINCS annual report format and publicity for project, programmes and services as and when required

To develop the Company's database of media and non-media contacts identifying gaps in the Company's engagement and seeking to develop new relationships

To monitor, review and contribute to soundLINCS' website and social media channels to ensure they remain engaged and active

To attend promotional launches and events as needed.

To observe the Company's Safeguarding Children and Young People's policies and procedures

Main tasks

These are grouped under three different levels of responsibility and inform the individual post-holder's level of pay within the Salary Band for this post. The level of responsibility that each individual post-holder is required to fulfil is determined by the CEO, according to the needs of the organisation.

Level 1	Level 2	Level 3
To contribute to the development of soundLINCS' information and communication networks and services	To assume responsibility for the day to day development of soundLINCS' information and communication networks and services	To take responsibility for the strategic planning and development of soundLINCS' information and communication networks and services
To network with external press, media and communications contacts	To develop positive and productive relationships with external press, media and communications contacts	To take a lead role in liaising with press, media and communications contacts to create press and publicity opportunities.
To co-ordinate, draft, edit and distribute press and publicity materials in liaison with the team	To develop and initiate improvements to soundLINCS press and publicity materials	To take a lead role in identifying and / or creating press and publicity opportunities
To use analytics and other methodologies to collect relevant statistical information on the Company's reach and contribute to the incorporation of these into the Company's reports	To identify new / emerging methodologies for statistics and information gathering To develop engaging and effective methods for conveying and distributing information	To ensure that relevant statistical and other information on the Company's reach is captured in a meaningful and effective manner, that it is conveyed to stakeholders and funders and that it is used to inform ongoing programme developments.
To regularly manage, update and write content for soundLINCS' website, ensuring that it is kept fully up to date with accurate information at all times	Suggest and implement improvements and developments to the website and other on and off-line communication resources.	Initiate improvements and developments to the website and other on and off-line communication resources.

Level 1	Level 2	Level 3
To create content for and maintain social media accounts	To develop the Company's social media presence and increase followers and engagement	Innovate, develop and implement social media strategies to enhance the Company's profile and to increase activity and engagement
To devise and create effective and timely newsletters and e-bulletins as required	To identify potential developments of newsletters and e-bulletins	To contribute to the ongoing development of the profile of the Company's newsletters and e-bulletins through innovation of materials and resources
To obtain photographs and other media during projects and programmes and hosted on the Company's website as appropriate; and /or utilised in publicity materials where relevant. To ensure the relevant permissions are obtained.	To identify potential media collection and usage opportunities to develop the Company profile and co-ordinate the capture of media with appropriate permissions	To innovate strategies for using media in different ways to convey the impact of the work of the Company To innovate use of media to assist with engagement, fund-raising and the overall profile of the Company.
To assist with the development of brand materials and support staff to make effective use of the Company brand	To identify need for new or development of brand materials and assist with their design and creation	To contribute to the ongoing development of the external profile of the Company through innovation of brand materials
To support the team in marketing, communicating and managing projects and events	To identify and develop materials needed to market and communicate projects and events	To initiate new and innovative methods for marketing and communicating projects and events
To manage and maintain a library of press cuttings, and other on and off-line mentions, collating, monitoring and reporting on these for each Board meeting on a quarterly basis	To develop new and effective methods for communicating this information	To identify and develop strategies for communicating the effectiveness of the Company's media output to the Board and other stakeholders

Level 1	Level 2	Level 3
To create, compile and produce soundLINCS Annual Review/Report and other impact reportage	To take a strong role in the development of the Annual Review/Report and other impact reportage	To identify new and innovative ways to disseminate information on the Company's performance
Create, develop and maintain a marketing and publicity plan in liaison with the team	Update and develop the marketing and publicity plan incorporating any new innovations e.g. new digital or social media innovations	Take a proactive and lead role in planning future marketing and publicity campaigns, using knowledge of the Company's future work plans, and strategies to inform this
To increase the membership base of soundEMission and Music:Link with a focus on generating income targets as appropriate	To develop new and effective methods for increasing the membership base of soundEMission and Music:Link and income generation targets	To identify new and innovative ways of increasing soundEMission and Music:Link engagement, membership and income

In line with the requirements for all other employees, to carry out such other duties as may be determined within the general scope of this post. Duties and responsibilities outside the general scope will be required only with the agreement of the Postholder.

Person Specification

- Demonstrable skills in MS Word, Excel, Powerpoint and Photoshop
- Good effective communication and knowledge of communication systems both on and off line
- Good understanding of marketing and PR
- Excellent writing skills and experience which includes the ability to write accurate and engaging copy for a range of audiences including press and publication
- Flair for design and creativity
- An active involvement or understanding of music would be desirable.
- Ability to work flexibly, on own initiative and as part of a team
- Ability to prioritise and manage own workload
- Ability to manage relationships with tact and diplomacy
- Awareness of Equality and Diversity
- Willingness to undertake staff training and development as required
- Experience of membership development
- Degree discipline required - BA (Hons) Advertising and Marketing / Communications and Public Relations / Journalism & Creative Writing