

## Job Description

**Job Title:** Media & Communications Intern

**Salary:** £18,525 pro rata

**Hours:** PT - 30 hours per week

**Responsible to:** Executive Assistant

**Work closely with:** Producers

**Responsible for:** None

### Overall purpose of job

To be part of a small dedicated team making a difference to people's lives through music! By supporting the charity in the delivery of a sustainable, inclusive and high quality programme of community music making opportunities across Lincolnshire and the East Midlands, through the development of a strong public profile across media platforms, the implementation of the Company's marketing strategy and operational support across the Company's annual and targeted programmes.

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.

### Role and Responsibilities

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 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 and support its development

To implement and ensure currency of the soundLINCS media strategy

To ensure operations and administrative support to other team members as and when needed.

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

To contribute to the development of soundLINCS' information and communication networks and services

To network with external press, media and communications contacts

To co-ordinate, draft, edit and distribute press and publicity materials in liaison with the team

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 regularly manage, update and write content for **soundLINCS'** website, ensuring that it is kept fully up to date with accurate information at all times

To create content for and maintain social media accounts

To devise and create effective and timely newsletters and e-bulletins as required

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 support the team in marketing, communicating and managing projects and events

To create, compile and produce soundLINCS Annual Review / Report and other impact reportage

To obtain photographs & other media during projects / programmes, host on the Company's website as appropriate; and/or utilised in publicity materials where relevant ensuring the relevant permissions are obtained

To support staff to make effective use of the Company brand

To provide clerical and administrative support efficiently and accurately

## Person Specification

- Passionate, professionally driven and strong desire to learn with a good sense of humour
- Technology and social media savvy with demonstrable skills in, but not limited to MS Word, Excel, Powerpoint, In Design and Photoshop
- Good effective communication and knowledge of communication systems both on and off line
- Good understanding of marketing and PR
- Excellent verbal and written communication 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 manage relationships with tact and diplomacy
- Ability to work flexibly, on own initiative and as part of a team
- Ability to prioritise and manage own workload
- Awareness of Equality and Diversity
- Willingness to undertake staff training and development as required
- Degree discipline required - BA (Hons) Advertising and Marketing / Communications and Public Relations / Journalism & Creative Writing