



MARKETING AND CUSTOMER COMMUNICATIONS OFFICER (Permanent)
CANDIDATE INFORMATION PACK
May 2022

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1. Welcome from the Chief Executive

Dear Candidate

Thank you very much for your interest in the role of Marketing and Customer Communications Officer at the Scottish Chamber Orchestra. As we look towards our 50th Anniversary in 2024 and anticipate the opening of our new home – the Dunard Centre - in the heart of Edinburgh, this is an exciting and significant time to be joining our organisation.

The internationally celebrated Scottish Chamber Orchestra is one of Scotland's National Performing Companies, and plays a major role in the cultural life of this country. The Orchestra is made up of an exceptional group of highly talented and creative musicians, each one committed to transforming and enhancing lives and communities throughout Scotland and beyond through the power of inspirational music-making.

Our regular and extensive performance and touring schedule is enhanced by a diverse Creative Learning programme which sees musicians engaging directly with a broad range of people from nursery, primary and secondary schools, to community centres, hospitals and care homes. Our five-year residency in Edinburgh's Craigmillar community is a particular focus and highlight of our current work.

The Scottish Chamber Orchestra enjoys significant financial support from the Scottish Government and City of Edinburgh Council, Trusts and Foundations, Corporate Partners and a wide range of generous individuals. In response to COVID-19 and restrictions on live performances, the Orchestra undertook its first ever digital season of streamed orchestral concerts and workshops. We have been enormously grateful for the loyalty and generosity shown to us by many people throughout this difficult period as we have continuously sought to keep on making music.

We are particularly excited by the extraordinary opportunities that our prospective new Edinburgh home, the Dunard Centre will offer us as we seek to increase engagement with many more diverse people from across Edinburgh, Scotland and beyond, both on and off the concert platform.

Reporting to the Marketing and Communications Director, our new Marketing and Customer Communications Officer will be a vital member of our Marketing Department. Working in a highly collaborative and supportive environment across all teams, and in regular communication with SCO audiences, the postholder will manage and administer SCO subscriptions in cities across the country and will develop campaigns and strategies to increase the number of subscribers, providing excellent customer service to all our audiences.

We look forward to hearing from you and discussing this role in more depth.

With best wishes

Gavin

2. Orchestra Biography

The internationally celebrated Scottish Chamber Orchestra is one of Scotland's National Performing Companies. Formed in 1974 and core funded by the Scottish Government, the SCO aims to provide as many opportunities as possible for people to hear great music by touring the length and breadth of Scotland, appearing regularly at major national and international festivals including the Edinburgh International Festival and BBC Proms, and by touring internationally as proud ambassadors for Scottish cultural excellence.

Making a significant contribution to Scottish life, the Orchestra performs approximately 100 concerts every year. This includes a Winter Season programme (October to May), summer touring and engagements. Beyond the concert platform, the Orchestra works throughout the year in schools, universities, colleges, hospitals, care homes, places of work and community centres via its extensive Creative Learning programme.

The SCO collaborates with many leading musicians including Nicola Benedetti, Pekka Kuusisto, François Leleux, Joanna Carneiro, Andrew Manze, Richard Egarr, John Storgårds and Joseph Swensen. The Orchestra also enjoys close relationships with numerous composers and has commissioned almost 200 new works, including pieces by current Associate Composer Anna Clyne, the late Sir Peter Maxwell Davies, Sir James MacMillan, Jay Capper, Karine Polwart, Pippa Murphy, Martin Suckling, Errollyn Wallen, and Nico Muhly.

An acclaimed new chapter for the SCO began in 2019 with the start of Maxim Emelyanychev's tenure as the Orchestra's Principal Conductor.

3. Structure and Background

Overseen by a non-executive Board of Directors, the management team of the SCO consists of 20 full-time and 4 part-time members of staff. They are led by the Chief Executive, to whom the departments of Concerts, Creative Learning, Development, Marketing and Communications and Finance report. See attached organisational chart for further information.

The Orchestra has several named artistic positions:

Maxim Emelyanychev Principal Conductor

Joseph Swensen Conductor Emeritus

Gregory Batsleer Chorus Director

Jay Capperault Associate Composer

The offices of the SCO are in Edinburgh. The SCO is the only one of Scotland's five National Performing Companies to be based in the capital ci

4. Marketing and Communications Department

The Marketing and Communications Department's role is four-fold:

- developing and executing strategies to fulfil the SCO's audience and digital objectives
- maximising new and repeat attendance and income for promoted concerts
- developing marketing materials to increase brand and event awareness across print and digital
- providing marketing support across the organisation

More specifically, work undertaken by the Department includes: listening to customer feedback through surveys and social media, tracking trends in customer data, monitoring competitors, creating inbound content marketing, delivering integrated multi-channel audience awareness campaigns including PR, indoor and outdoor print, digital (social media, website), direct mail and email. The department's key objectives are based on three audience groups – new attenders to concerts and creative learning events, infrequent concert attenders and frequent attenders (subscribers). The department also provides some direct sales, ticketing, box office and venue liaison, front of house, customer relations and research.

The Marketing Department is a team of 6 including the Marketing & Communications Director, CRM and Ticketing Manager, 2 Marketing Officers – Marketing & Digital Comms, Marketing and Customer Communications, Graphic Designer, and with support from Projects and Administrative Officer who also supports the Concerts Department and the CEO. The SCO Marketing and Communications Director leads the department and is also a member of the senior management team, participating in the formulation of wider strategy and policy for the Orchestra.

5. Purpose and Responsibilities

Working as part of the SCO Marketing Team, the Marketing and Customer Communications Officer will develop and nurture relationships with audience members, directly, through box office and venue partners, via traditional marketing methodology and our digital and online platforms.

The Marketing and Customer Communications Officer works in a team with other Officers and reports to the Marketing and Communications Director. They will also be required to work together with other departments within the Orchestra's administration. Their work will be reviewed by the Marketing and Communications Director on the basis of providing accurate service to agreed deadlines.

Under the direct supervision of the Marketing and Communications Director, the Marketing and Customer Communications Officer will;

- Manage and administer SCO subscriptions in Edinburgh, Glasgow, St Andrews, and other cities by developing and instigating campaigns and strategies to increase the number of subscribers, improving the online subscription process; being the first point of contact for audiences and anticipating and managing their needs.
- Strategically enhance the Orchestra's connection with audiences through use of data processing, segmentation and reporting, in order to then plan, implement and evaluate targeted campaigns via digital, social and print channels in line with audience development and sales targets.
- Write persuasive and accessible copy and create exciting content tailored for key platforms and publications such as the weekly email newsletters, across the SCO's digital platforms, the SCO annual season brochure and SCO monthly ENews.
- Attract a younger audience for the orchestra by managing student engagement activities. This includes working with the Marketing and Communications Director to further develop a communications strategy for students and young people, and along with Creative Learning colleagues, being responsible for the delivery of a range of other initiatives such as Freshers' Fayres, Pre-Concert Events and the Youth Advisory Council.
- Create content for and assist in the updating and managing of the SCO's website, delivering email campaigns (using Dotdigital), segmentation of the customer database (using Spektrix) and gathering data to provide meaningful insights.
- Work alongside the CRM and Ticketing Manager to understand existing data/knowledge gaps and to build a plan to address on-going customer data capture and management across the business, including efficient data entry, easy data analysis and continued development of automation of the subscriber processes.
- Work with the Director of Marketing and Communications to manage and develop the company's Under 18s free ticket scheme and promotional campaigns to support this.
- Other duties as consistent within this job description or as directed by the Director of Marketing and Communications.

6. Candidate Profile

Attributes	Essential	Desirable
Experience	<ul style="list-style-type: none"> • A highly organised individual who enjoys finding creative solutions to challenges and fresh ways of improving existing systems. • Hands-on experience of working with Spektrix and Dotdigital in a cultural context. • Understanding of both traditional and digital marketing and communications. 	<ul style="list-style-type: none"> • Understanding of both traditional and digital marketing. • Experience of website development and maintenance. • IT literacy beyond CRM and ticketing, e.g. Office365 solutions. • Experience of Purple Seven/Vital Statistics data analytics.
Skills (Generalist)	<ul style="list-style-type: none"> • A self-starter and strong team player with an ability to prioritise a busy workload. • Excellent copywriting skills and keen eye for detail and proof reader. • Excellent levels of customer focus and enjoy dealing with the public daily. • Be able to work with a wide range of people in a tactful and diplomatic manner. 	<ul style="list-style-type: none"> • Knowledge of classical music. • Ability to speak with stakeholders to gather user feedback to understand customer needs.
Education & Qualifications	<ul style="list-style-type: none"> • Qualified to degree level or equivalent. • Clean driving licence. • Right to work in the UK. 	<ul style="list-style-type: none"> • First Aid Certification.
Interpersonal & Social Qualities	<ul style="list-style-type: none"> • Adaptable and comfortable working in a highly collaborative environment. • A friendly and patient approach to customer service. • An excellent communicator with strong verbal and written communication skills. 	

7. Summary of Terms and Conditions

The Scottish Chamber Orchestra is an accredited Living Wage Employer.

Contract	Full-time, permanent, starting asap.
Salary	£21,000-£24,000 depending on skills, qualifications and experience.
Working Hours	Normal working hours are Monday to Friday 09:30 to 17:30, with one hour for lunch. You will be expected to work additional hours as necessary, including evening and weekend work, to serve the requirements of the company. It is expected that this may amount to 1.5 evenings per week averaged over the course of a year, but this is an estimate only. A TOIL system is in operation.
Holiday	25 Days plus 6 days public holidays, plus 3 days between Christmas and New Year.
Employee Benefits	Company Income Protection Insurance Company Life Assurance scheme Cycle to work scheme
Pension	NEST workplace pension scheme including 10% Employer contributions

The Scottish Chamber Orchestra is charitable company limited by guarantee. Registered Charity Number: SC015039

8. Application Procedure

Please submit your CV and a covering letter that outlines why the post interests you and that you have the range of relevant skills and experience as set out in the job description.

Please include details of two referees, the Equal Opportunities Monitoring Form and a daytime telephone number and email address on which to contact you for possible interview arrangements. Referees will not be contacted prior to interview or without your permission.

If you are invited to interview, you will be asked to complete a task in advance, full details of this will be e-mailed to you.

Applications should be e-mailed to: recruitment@sco.org.uk or can be sent to: Heather Baird, Scottish Chamber Orchestra, 4 Royal Terrace, Edinburgh, EH7 5AB (please mark your application "Marketing Officer Customer Communications – Confidential").

The Scottish Chamber Orchestra is committed to being an equal opportunities employer and to ensuring that everyone, job applicants, customers, and other people with whom we deal, are treated fairly and not subject to discrimination. We will do whatever is necessary to provide genuine equality of opportunity. We continuously review our policies and processes to support our aim to create a diverse workforce.

If you have any specific access requirements, please let us know and we will do our best to meet your needs.

We are unable to offer visa sponsorship for this role so before you apply for this post, please ensure you have the right to work in the UK. For more details on eligibility to work in the UK, please visit: <https://www.gov.uk/check-uk-visa> If you are invited to interview, we will ask that you provide evidence showing your right to work in the UK (photocopies not accepted).

No Recruitment Agencies please.

9. Recruitment Timetable

Deadline for Applications	12pm Friday 8 July 2022
Interviews	w/b Monday 18 July 2022

10. Further information

Organisation Chart, Equal Opportunities Monitoring Form, Privacy Notice to Applicants. Season brochures and other publications (including SCO News) available from: <https://issuu.com/scomusic>