



**MARKETING AND DIGITAL COMMUNICATIONS OFFICER
(Maternity Cover – 9 months)
CANDIDATE INFORMATION PACK**

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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 Digital Communications Officer (Maternity Cover) 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 Marketing and Digital Communications Officer (Maternity Cover) will be a vital member of our Marketing Department. Working in a highly collaborative and supportive environment and across all SCO teams, the postholder will devise and implement SCO marketing campaigns and manage the SCO's social media channels.

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

With best wishes

Gavin

2. Orchestra Biography

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 a proud ambassador for Scottish cultural excellence.

Making a significant contribution to Scottish cultural life beyond the concert platform, the Orchestra works in schools, universities, colleges, hospitals, care homes, places of work and community centres across the country through its extensive Creative Learning programme. Current projects include a major new five-year community residency SCO in Craigmillar in Edinburgh; our ReConnect programme for people living with Dementia; VIBE creative music-making courses for young people; Immerse and SCO Academies for secondary school pupils; and SCO Family Festival.

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 Capperauld, 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 Capperauld 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 city.

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 Marketing Team, the Marketing and Digital Comms Officer (Maternity Cover) is responsible for maximising awareness of, and attendance at, all SCO concerts, events and workshops. This will be achieved through specific integrated marketing campaigns across all communication channels. This key role will have responsibility for all SCO social media channels and will work with colleagues to develop content and messaging.

This is a demanding job within a busy department and offers an ideal position for someone wishing to develop their career in arts marketing. The appointee will be fully involved in planning all aspects of the Department's activity. The post holder will also be expected to undertake front of house duty at concerts, assigned on a rota basis.

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

- Create and implement marketing and communications campaigns for key main Season concerts, Creative Learning activity and additional events and projects as required within agreed budgets from concept to completion.
- Manage all SCO's social media channels, developing plans for messaging and content and responding to enquiries on social media platforms.
- Create and capture engaging content for the SCO's online channels, website and all current and future SCO social media platforms to increase the SCO's social media reach and drive traffic to the SCO website.
- Maximise awareness of the SCO in target audience groups, resulting in achieving attendance and box office income targets.
- Work closely with the Marketing and Communications Director and the SCO's PR agency to assist in securing national and local press coverage.
- Work with the inhouse Graphic Designer to develop, creative and effective promotional materials.
- Work with external agencies to devise promotional campaigns within budget and in consultation with the Design and Publications Officer and Marketing and Communications Director.
- Maintain positive and beneficial relationships with venues by maintaining regular contact with their marketing, box office and front of house departments and to provide them with all the necessary information for their brochures, websites, e-newsletters, print and social media.
- Be responsible for your own admin including budgetary allowance and maintenance of archives.
- Provide evidence for the effectiveness of campaigns including the monitoring of the company's social media reach and popularity.
- Attend SCO performances and be on FOH duty when required.
- Contribute to the writing of persuasive copy and proofing of digital and printed materials.
- Develop excellent working relationships with members of the Orchestra and colleagues across all departments.
- Any other duties as required to service the workload of the department.

6. Candidate Profile

Attributes	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Demonstrable experience of marketing in the arts or a related field including experience of devising and implementing marketing and communications campaigns. • A flair for social media and experience of coordinating social media schedules, and generating compelling content. • Experience of building and monitoring paid social campaigns, closely managing advertising performance, targeting and budgets. • Excellent budgetary skills and able to manage resources effectively. 	<ul style="list-style-type: none"> • Experience of working with media buyers, creative agencies and briefing designers. • Experience of using Dotdigital or similar e-mailing systems to segment subscriber data and effectively target campaigns to key audiences. • Knowledge of UK music and/or arts press. • Experience of website development and maintenance. • IT literacy beyond CRM and ticketing, e.g. Office365 solutions.
Skills (Generalist)	<ul style="list-style-type: none"> • Able to calmly manage a high-volume workload while under pressure and work to tight deadlines. • Strong verbal and written communication skills. • Excellent attention to detail, including strong proofreading skills. • Excellent copywriting skills and keen eye for detail and proof reader • Excellent levels of customer focus and enjoy dealing with the public daily 	<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. • A good negotiator and clear communicator, able to influence and be persuasive. • Be able to work with a wide range of people in a tactful and diplomatic manner. • Ability to maintain confidentiality. 	

7. Summary of Terms and Conditions

The Scottish Chamber Orchestra is an accredited Living Wage Employer.

Contract	Full-time, temporary maternity cover, 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 and Digital Communications Officer – 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 available from:
<https://issuu.com/scomusic>