



## Job Description and Person Specification

# Design & Digital Officer Chetham's School of Music, The Stoller Hall and Chetham's Library

<b>Starting salary:</b>	£12,567 per annum (FTE £25,134)
<b>Responsible To:</b>	Head of Communications
<b>Hours of work:</b>	17.5 hours per week (part-time, job share)
<b>Holiday Allowance:</b>	20 days per year (pro-rata) plus bank holidays

### CONTEXT:

Chetham's is a charity like no other. Chetham's School of Music is the UK's largest specialist music school, offering an unparalleled music and academic education to 300 of the world's finest young musicians. The Stoller Hall opened as part of Chetham's in 2017, an intimate chamber music venue offering an exceptional acoustic for professional concerts and student performance. Chetham's Library, housed in 600-year-old medieval buildings, is a registered museum and visitor attraction as well as the oldest public library in the English speaking world. The Marketing and Communications team are the storytellers for Chetham's and The Stoller Hall, raising our profile locally and nationally, attracting new students to the school and bringing new audiences to our concerts and live events.

### PURPOSE:

The Design & Digital Officer will ensure that Chetham's - comprising Chetham's School of Music School, The Stoller Hall and Chetham's Library - is represented to the highest possible standard in all print and digital marketing materials. With the ability to think creatively and collaboratively, the successful applicant will take a lead on producing print, video and social media content, and for promoting quality and consistency of branding across the organisation. With proven experience of successful marketing promotions in a range of formats, the successful applicant will have an understanding of different audiences, from young children and their families to high profile individual supporters, and a willingness to work proactively to improve and expand the use of digital tools across the organisation.

This post is a job share, working 2.5 days per week (17.5 hours) in conjunction with our existing Design and Digital Officer, as we look to expand our content creation team to grow audiences and increase our digital engagement.

## **KEY RESPONSIBILITIES:**

### **The Design & Digital Officer will:**

- Design digital artwork for print publications including the Events Guide, flyers, posters and school prospectus using Adobe Creative Cloud software;
- Create and maintain design templates and guidelines for programmes, flyers etc
- Edit still images, audio and video content to showcase Chetham's and The Stoller Hall's public programme;
- Proactively create and engage with new formats for presenting the organisation on social media;
- Support the wider Marketing and Communications team in directly uploading content to the website (via Wordpress), digital signage and social media;
- Liaise - directly and via the Head of Communications - with colleagues including the other Design and Digital Officer, The Stoller Hall's Marketing Manager, as well as the Development Director, General Manager of The Stoller Hall, and the Joint Principals;
- Liaise directly with professional printers to ensure high standards of production for the best possible value;
- Ensure that all design work remains in line with the organisation's wider brand strategy, identity and standards and that appropriate consent and permissions are gained for all imagery and content used.

## **GENERAL RESPONSIBILITIES**

### **The Digital & Design Officer will:**

- Promote Chetham's in a positive and professional manner at all times;
- Display a flexible "can do" approach which will enhance Chetham's wider reputation;
- Operate in accordance with Chetham's policies and procedures including, in particular, Chetham's Child Protection and Safeguarding Children Policy Statements (see separate document);
- Undertake any training necessary to meet the requirements of the post;
- Adopt a flexible approach to working hours as required by the business;
- Undertake any other duties, relevant to the post holder's skills, which may, from time to time be deemed necessary;
- Be open to new ideas, understand the need for change and be willing to adapt;
- Be aware of the issues of equality and diversity, understand and be sensitive to cultural differences;
- Be responsible for his/her personal presentation, health and physical fitness;
- Maintain a high level of attendance;
- Take all possible steps to ensure a safe working environment for self and others.

## **PERSON SPECIFICATION:**

### **DESIGN & DIGITAL OFFICER**

#### **Essential**

- Professional experience of print design work, preferably within an arts and/or education context;
- Comprehensive knowledge of Adobe Creative Cloud including Premiere Pro, Photoshop, InDesign and Illustrator;
- Experience of digital content production including video and audio editing;
- Excellent knowledge of available software and tools for video and audio editing and production;
- Contemporary and creative approach to digital marketing including social media, with an understanding of new platforms, formats and trends;
- Excellent communication skills, with a proven ability to respond to stakeholders at all levels of the organisation, and with external partners, in developing, presenting and completing a brief;
- A proven commitment to excellence and attention to detail in their own work and in implementing high standards across a wider team;
- Highly organised and motivated, able to work to multiple deadlines and to prioritise workloads calmly and effectively;
- Willingness and ability to drive digital adoption across the organisation, promoting new tools and systems to raise standards and improve efficiency;

#### **Desirable**

- Experience/understanding of digital and social media marketing;
- Experience of audience analytics and campaign tracking;
- Basic knowledge of html;
- Experience of working in an arts/live music venue, and/or of working with young people;
- Understanding of consent and copyright laws in the use of photography, video and audio content.

### **CHILD PROTECTION AND SAFEGUARDING CHILDREN**

As a post holder I recognise my responsibility to promote and safeguard the welfare of children and young people for whom I am responsible, or with whom I come into contact. I will adhere to and ensure compliance with Chetham's Child Protection and Safeguarding Policy and related documents (available at [www.chethams.com](http://www.chethams.com)) at all times. If, in the course of carrying out the duties of the post, I become aware of any actual or potential risks to the safety or welfare of students at Chetham's, I have a duty to follow the reporting routes and to report any concerns to the Designated Safeguarding Lead or to the Joint Principal (NS).

Our Policy and Procedure is in line with national directives and must be adhered to by all staff. Chetham's is committed to the development of good practice and sound procedures. We will always endeavour to fulfil our duty to challenge or intervene in order to protect all students at Chetham's. Concerns and referrals will be handled in a sensitive and professional manner which will support the needs of

students and staff. Chetham's recognises the contribution it can make to protect and support students.

I agree that I have read and understood the attached job description.

Employee's name .....

Employee's signature .....

Date .....

Chetham's is committed to safeguarding and promoting the welfare of children; applicants must be willing to undergo child protection screening including checks with past employers and the Disclosure and Barring Service Reg. Charity No: 526702