



Welcome to CHETHAM'S



Chetham's
School of Music



THE
STOLLER
HALL



CHETHAM'S
LIBRARY

Head of Communications and Marketing

Chetham's is seeking a dynamic, experienced and creative Head of Communications and Marketing to lead a small multi-disciplinary team in delivering a strong communications strategy for Chetham's School of Music, The Stoller Hall and Chetham's Library.





Our Vision

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To enrich lives and provide opportunities for people of all backgrounds to be inspired by heritage, music and learning.

Our Aims

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- To educate and nurture the brightest young musicians irrespective of background or the ability to pay
 - To inspire the musical talent of the future and support live music
 - To improve diversity in the classical music industry
 - To share the magic of music and learning with everyone

About Chetham's

Chetham's is a unique site in the centre of Manchester, combining the country's largest specialist music school with an historic Library and a world-class concert hall. The organisation is approaching a key moment in its communications journey, when these three discrete public faces will be drawn together into one communications and development strategy, whilst maintaining their individual character, programming and identity.

Chetham's School of Music offers an unparalleled music and academic education to 300 of the finest young musicians from the UK and across the world, with funding from the Department for Education's Music and Dance scheme ensuring that admissions are based on musical potential, and not on ability to pay.

Chetham's Library is the oldest public library in the English speaking world, based in buildings dating to 1421 - the oldest surviving site in Manchester - and still open to readers and visitors, with a growing events programme celebrating the collections and historic connections with Marx, Engels and other notable visitors.

The Stoller Hall is an intimate and impressive venue for live music and performance, opened in 2017 to provide an outstanding space for concerts by both the students of the school, and an exceptional programme of chamber, folk and contemporary performers.





The Role

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Directly responsible to the Joint Principal, the Head of Communications and Marketing will work closely with the Joint Principals, the General Manager of The Stoller Hall, the Marketing Manager of The Stoller Hall, the Librarian of Chetham's Library and the Director of Development.

The Head of Communications and Marketing will deliver successful communications activity programme, with PR at its core, for the whole organisation. The successful candidate will have exceptional people management & interpersonal skills and a proven ability to motivate others - including young people, casual staff and senior colleagues - to contribute to the communication of Chetham's unique story.

The Head of Communications and Marketing will demonstrate exceptional attention to detail and will be an effective communicator, confident in creating and delivering content using the written word, visual imagery, spoken presentation and digital media. With colleagues in the External Communications office, the post holder will set a consistent tone of voice for the whole organisation.

Due to the nature of the role, the Head of Communications and Marketing will adopt a flexible approach to working hours and should be willing to work at evenings and weekends as required by the organisation.

Key Responsibilities

The aim of this Job Description is to define the function of the role within Chetham's and to inform the role holder of their duties in relation to others. This information is not an exhaustive or definitive list of duties to be carried out; it is meant as a guideline and may be updated with any reasonable tasks as required to ensure the very best promotion of the organisation as a whole.

Strategy

- Devise and implement an organisation-wide communications and marketing strategy in conjunction with the Principals, , the General Manager of The Stoller Hall, the Director of Development and the Librarian, Chetham's Library.
- Deliver, monitor and evaluate integrated communication and marketing campaigns, PR and digital activity across all aspects of the site.
- Work with senior colleagues across the organisation to develop and deliver an internal communications strategy which is fully integrated with external communications and marketing.
- Prepare, manage and monitor communications and marketing budgets, maintaining strong financial control and managing the work of external contractors.

- Contribute to the programming of events on and offsite to ensure that all activity is focussed on the strategic aims of the organisation, balancing the needs of students, audiences and readers with income generation and public awareness; and drawing together strands of work and connections across different parts of the organisation.
- Representation of Chetham's at citywide, regional and national forums and networks.

Events

- Work closely with colleagues across all areas of the organisation to ensure events, including as school concerts, are on sale and publicised
- Develop, deliver, publicise and evaluate student recruitment activity - including events such as school Open Days - and support other student recruitment focused initiatives through integrated marketing and communications campaigns
- Work closely with The Stoller Hall Marketing Manager and other colleagues to support tactical campaign delivery of our public programme, continuously growing our reputation and audience pool.

Key Responsibilities

Promotion & Communications

- Collate, proofread or create promotional material and communications including news stories, case studies and blog posts. Disseminate these stories using a variety of print and digital communications channels, showing an awareness of audience, context and medium and adjusting presentation style accordingly.
- Devise and collate bespoke content and case studies to support, celebrate and reflect the work of the Development Department with regard to corporate and trust-based donations, individual givers and membership groups
- Drive social media communications across all faces of the organisation, closely planning and monitoring campaigns and working with colleagues and students to capture and share image and video content demonstrating the full range of Chetham's activity
- Manage the graphic design of all promotional materials and communications, ensuring all materials are of a high quality and in keeping with Chetham's brands
- Manage the organisation's advertising - in close collaboration with the Marketing Manager (The Stoller Hall) - to increase awareness of student and staff recruitment, and the promotion of regular events and ongoing activity across the site.

- Manage the content of the Chetham's website and the work of external website contractors.
- Develop the marketing/communications strategy in conjunction with the Marketing Manager (The Stoller Hall) to build income and public awareness across each aspect of the organisation.
- Manage the image library and the work of external photographers, film makers etc
- Ensure appropriate use of images and video content - particularly those featuring young people - in line with School safeguarding policies, and help to enforce this among colleagues and external partners

Press & PR

- Prepare and manage the distribution of media releases and invitations, and act as the primary contact for all media enquiries.
- Manage relationships with external PR consultant/s to disseminate good news; and prepare statements and responses as required in response to external events or internal changes
- Plan and prepare interviews for all PR purposes - for example, providing briefing sheets to colleagues, scheduling filming of young people around events such as the BBC Young Musician competition, and liaising with the programming and conferencing teams to manage access to key spaces

Key Responsibilities

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People

- Line management of the Design and Digital Officer(s) and Digital Marketing Apprentice, and support the Alumni Relations Assistant in collaboration with the Director of Development
- Management of relationships with external agents including photographers, film makers, PR agencies and other partners
- Close collaboration with colleagues across the organisation, including immediate colleagues and wider teaching and events staff, to gain a thorough overview of activity and opportunities to generate positive news
- Direct interaction with young people aged 8-18, supporting and safeguarding students involved part in filming and interviews, building student involvement in social media and news generation, and engaging or mentoring students in the work of the department





The Person

The Head of Communications and Marketing will be educated to degree level or equivalent, although exceptions may be made for considerable, relevant experience.

A sound, current knowledge of marketing and communication principles, strategies and approaches is essential, preferably with direct experience of the education, cultural and/or heritage sectors.

A high level of literacy, numeracy and IT skills is essential, preferably including a working knowledge of design software, photography/film making, diary management and CRM systems.

Above all, the Head of Communications and Marketing will be a relationship orientated, values-based colleague who demonstrates warmth, approachability and a love of sharing. He or she will want the very best for the organisation, its students and its supporters; will value mutual respect; and will relish collaborative working across the whole organisation.

Equality, Diversity and Inclusion

We are passionate about equality, diversity and inclusion.

We strive every day to improve accessibility, reduce barriers and challenge perceptions for audiences, visitors, staff and students; to promote a positive and harmonious working and creative environment in which all individuals are treated with respect and are valued for who they are, as they are; and to celebrate the richness of society by striving to reflect it.

We provide financial support to 90% of our students. One quarter do not pay any fees at all, thanks to funding from the UK Government's Music & Dance Scheme and the generous support of our donors.

56% of students are from Manchester and the Northwest

41% students are from Global Majority communities

24% of students speak English as a second language





Sustainability

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Chetham's has set out on an ambitious journey to reduce our carbon footprint.

We're passionate about sustainability in every area - from Carbon Literacy training for our management and staff to working with our suppliers to reduce carbon footprints beyond our own site.

In our programming, we are celebrating the Sounds of Nature. Throughout 2022, we have been highlighting key issues through live music responses to the climate crisis, while at Chetham's Library, our Herbs and Remedies visitor tour explores centuries old natural wonders hidden within our collection.

Our audiences are part of the journey. For every ticket purchased in our Sounds of Nature programme, we're donating £1 to City of Trees to help deliver a green recovery plan, planting trees and restoring woodlands for the people and wildlife of Greater Manchester. Our staff have even planted some of the trees themselves!

Head of Communications and Marketing

Terms of Appointment and Condition

Salary: £39,203 per annum, Scale Point 36 (pay award pending from September 2022)

Full Time position; 35hrs per week, Monday to Friday, with occasional evenings and weekends

Benefits

- Company pension
- Holiday Entitlement - 25 days per annum
- Lunch each day during term time
- Flexible/hybrid working available

How to Apply

In order to apply for this role, please return a completed application form to hr@chethams.com

CHEETHAM'S

