

# Communications Officer

Application pack

Spring 2023



<b>Job title:</b>	Communications Manager
<b>Location:</b>	Remote working
<b>Scope:</b>	Freelance position - 12 months contract with review points at 1, 3 and 6 months; and with potential for extension after 12 months
<b>Hours:</b>	15 hours per week (equivalent 2 days per week)
<b>Fee:</b>	Freelance fee of £12,480 (equivalent to £130 per day x 96 days) The post holder is responsible for their own tax and National Insurance
<b>Closing date:</b>	14 April 5pm (with interviews online week commencing 24 April)
<b>Starting date:</b>	May 2023
<b>Responsible to:</b>	General Manager and Board of Management

## To Apply

Email PDF versions of your **cover letter and CV** to Jess Abrams on [chair@soundsense.org](mailto:chair@soundsense.org). Please include live links to any previous examples of work e.g. websites, videos, Twitter feeds etc that you've managed or been involved with.

At the same time, please complete our [EDI monitoring form](#). Your response will be collected anonymously, and the information you provide will not be available to the selection panel during the recruitment process. You have the option to select "prefer not to say" to all questions.

If you have any questions regarding this role or the application process, please contact Clare Adams on [info@soundsense.org](mailto:info@soundsense.org).

Equity, diversity, and inclusion are at the heart of who we are and everything we do. Please read our policy at: [soundsense.org/about-sound-sense/corporate-plans-and-policies](https://soundsense.org/about-sound-sense/corporate-plans-and-policies).

# Job Description

Working with the General Manager and Sound Sense Board to manage communications with the membership and general public; to raise the profile of Sound Sense as the professional association for community musicians; to tell the story of our work; to increase membership; to source and disseminate news and opportunities relevant to the membership and wider sector.

## The Communications Manager will:

- Maintain and develop connections to community music practitioners and organisations
- Curate and produce Bulletin Board - the monthly member e-newsletter
- Keep the Sound Sense website news and listing pages up to date
- Curate and produce Sounding Board – Sound Sense’s quarterly journal
- Maintain and evolve an engaging social media presence
- Champion equity, diversity and inclusion in line with Sound Sense’s EDI policy

# Person Specification

## Essential

- Be passionate about and familiar with community music practice
- Have excellent communication and copywriting skills, with a high level of attention to detail
- Have a proven track record of using social media and online comms in a professional context
- Be creative and innovative bringing fresh ideas to the role
- Be an enthusiastic self-starter who is proactive and can work independently
- Have an understanding of communications, public relations and some marketing practices
- Have a comprehensive working knowledge of current data protection legislation
- Have exceptional time management skills and the ability to maintain multiple projects simultaneously

## Desirable

- Experience of events marketing
- Experience of producing content for VCSE
- Experience of developing/editing visual and audio content
- Experience of updating websites using a content management system
- Experience of commissioning and creating engaging content for a variety of communication channels
- Basic experience of working with HTML coding

# Further information and links

## Website

- Update existing pages as needed including sourcing images
- Add listings for events, trainings, jobs, resources and other news on a regular basis
- Going forward there is scope to play a role in redesigning the SoSe website

## Bulletin Board

- Curate the monthly Bulletin Board newsletter using existing Mailchimp template
- Copywrite, proof-read and edit each edition
- Develop and execute creative layouts and designs with images and text
- Sample issue at <https://mailchi.mp/30e4d8749ba2/bulletinboardjanuary2023?e=1da385f93f>

## Sounding Board

- Curate *Sounding Board*, the quarterly journal of Sound Sense, using Microsoft Sway
- Work with board members and General Manager to select themes for each edition
- Reach out to potential contributors to 'pitch' Sounding Board and identify interesting angles for pieces – [see current contribution guide](#)
- Liaise with contributors as needed to help them craft their pieces
- Copy-editing and proof-reading of submitted pieces (formats range from written to video)
- Sample issue at <https://sway.office.com/WMqGax3DFjzAEQ5I>

## Social Media

- Use our social media channels to promote Sound Sense, our members and the wider community music sector
- Monthly planning of key messages in collaboration with the General Manager
- Frequent check-in on Twitter, Instagram and Facebook, responding to comments, liking posts, interacting with members/the sector
- Creating/designing new content in Canva to post on all channels
- Moderating/maintaining the Facebook Members Forum
- Tracking and reporting on engagement on our various platforms

## Being part of the team includes:

- Weekly team meetings with the General Manager and, on occasion, board members
- Attendance at quarterly board meetings
- Opportunities for further training or mentoring
- Being part of a friendly, flexible and welcoming working environment