



Marketing and Advocacy Manager

(Freelance position)

Contract: 6 months (with the opportunity to extend)

Fixed term – Start date August 2021

Hours: 8 hours per week

Salary: £4200 (£150 per day) based on 28 days

Location of work: Remote/Home working

Job Description

The Marketing and Advocacy Manager will be responsible for the development of Evolve Music's marketing and communications.

The key purpose of this new role is to spearhead the development of Evolve Music's marketing and communications strategy, supporting the charity's growth and development from a local to regional organisation.

You will work closely with Evolve Music's CEO, Programmes Manager and Fundraiser to support the marketing of both our creative music programmes and sector and workforce development programmes.

This is a new role to support the growth of the organisation's infrastructure and impact.

The Role:

- Work closely with our core team to develop a robust marketing and communications strategy
- Support our fundraiser with collating impact and advocacy data to support our income generation
- Oversee our digital marketing platforms including social media and website
- Manage all PR and press releases
- Develop and maintain public, stakeholder and partner interest in our work
- Maintain regular communications with our members and mailing list
- Support and mentor our Data and Digital Marketing Assistant (Kickstart)

Evolve Music

Registered Office: Ground Floor, 11 Manvers Street, Bath, BA1 1JQ

info@evolvemusic.co.uk

Registered Charity No. 1171391

- Contribute to the development of Evolve Music's tone of voice and ensure all communications are inline with our values and brand

Personal Specification:

Essential:

- Experience of developing marketing and communication strategies
- Broad knowledge of a range of marketing tools including print and digital
- IT literacy with an excellent knowledge of Microsoft Office
- Understanding of the subsidised/charity sector
- Be able to report confidently and clearly to the CEO
- Ability to start August 2021

Desirable:

- Experience of creating content using Adobe Photoshop or similar graphic design software
- Experience of working for a small arts organisation
- Knowledge of community music sector in the Southwest

Evolve Music is committed to equity, diversity and inclusion across our organisation. We encourage applications from candidates from Black, Asian or ethnically diverse backgrounds, those who identify as disabled or LGBTQ+.

How to apply:

Please complete our online application form and equal opportunities monitoring form.

Deadline: 9am Monday 28th June 2021

Interview date: Monday 5th July 2021

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