



Music Education Hub
Cultural Education Hub
Music Therapy and Wellbeing
Music Education

Recruitment Pack

Marketing and Communications Manager

*Our vision is a world where everyone can thrive and achieve
through the power of music, arts and culture*

West of England Music and Arts

West of England Music and Arts (WEMA) is a charity driving forward music, arts and cultural education in the West of England and beyond.

WEMA, as the parent charity, promotes regional and national strategy and delivery across four areas of work:

West of England Music Education Hub

The Music Education Hub launched in September 2022 bringing together the pre-existing Music Education Hubs of Bath and North East Somerset, North Somerset and South Gloucestershire under one roof as a regional powerhouse for music education.

The West of England Music Education Hub supports students, families, schools and education settings in the 3 unitary authorities, funded by the Department for Education to deliver the National Plan for Music Education. This work includes supporting and advising schools, delivering a range of experiences and opportunities for student and schools and working with partners to create and co-deliver the area strategic plan to ensure every child, family and school has access to high quality, inspirational, life-changing music.

As a charity, we raise funds through grants, sponsorship and donations to expand the reach of our inclusive programmes, focussing on the needs and aspirations of those who are vulnerable and in challenging circumstances.

West of England Cultural Education Hub

In the spring of 2023, inspired by Government's work towards a Cultural Education Strategy, we brought together a range of local partners to build on WEMA's success as a music education hub. WEMA's aspiration is to support schools, cultural practitioners and organisations, with an aspiration that 'every child has the opportunity to access a cultural activity every year'.

In Autumn 2023, WEMA was awarded significant funding from Arts Council England's Place Partnership fund, as part of the West of England Combined Authority's £3.1m 'Culture West' programme. WEMA, as lead of one of the four Culture West delivery strands, has been enabled to transform the Cultural Hub into a dynamic centre for training, partnership building and cultural pathways for young people and cultural practitioners across the West of England.

West of England Music Therapy and Wellbeing

We are one of only a very few education hubs in the country to offer a music therapy service, which supports the most vulnerable young people and adults. Our team of qualified, registered Music Therapists work in schools and other settings, engaging in one-to-one and family therapy.

Complementing our music therapy is our work to promote and realise the power of music on every person's wellbeing. We support schools in their wellbeing curriculum, work with individuals and groups of young people and adults in, or at risk of, social, emotional and

mental health difficulties. Our ambition is to support all those in our region to thrive and achieve through the power of music.

West of England Music

This is the traded arm of the charity and is home to our delivery of tuition, courses and programmes. These services are charged to parent/carers and schools, with the traded service receiving funding from the charity to support those who cannot afford to pay for lessons.

Our team of c. 150 music teachers and music therapists deliver over 50,000 hours of activity every year, covering over 95% of schools and a range of other community and education settings.

Through our work, thousands of young people take up the opportunity to learn a musical instrument, sing, play in groups and orchestras, take part in term-time and holiday projects and courses, create their own music, explore their creativity and build lifelong confidence and resilience. Many take part to enjoy the personal and social benefits of music, whilst those who wish to progress with their music are supporting and inspired to achieve the highest standards and progress into a career in music.

Through our 160 staff we deliver approximately 50,000 hours of activity directly to young people each year, including one-to-one and small group instrumental lessons, whole-class instrumental lessons, bands, choirs and orchestras, holiday courses, projects and programmes. Additionally, we have a full-time development team working with schools to improve access, opportunity and standards in schools' music.

We also commission a range of programmes, mostly delivering opportunities dedicated to work with vulnerable young people and those who face barriers to participation. The Alliance also offers grant funding for local delivery organisations to deliver their own programmes which align to the Hub's strategy.



Communications and Marketing Manager

To complement our move into a single Charitable organisation, we are creating a new management and production team.

We're looking for a creative, proactive, marketing and communications professional, with the right mix of proven experience and innovative thinking to transform our organisation. You'll be an organised, resilient, problem-solver, good with people, and with a passion for music and the arts, and their impact on young people's education, health and welfare.

You'll need to be a good advocate for marketing and communications: supporting your colleagues to grow their understanding and involvement in communications, and of the needs of a range of different audiences. You'll have a positive attitude to equality, diversity and inclusion and be a team player, enthusiastic about working with a range of stakeholders and staff.

This is a rewarding role, where you'll be helping us to enable more, and a wider range of, young people to experience the life-changing benefits of music.

You'll be a creative, proactive, communications professional, keen to develop the role and to make it their own – as this is a new post. You'll need to be an organised, resilient, problem-solver, good with people, and with a passion for music and the arts. You'll be a good advocate for marketing and communications: supporting your colleagues to grow their understanding and involvement in communications, and of the needs of a range of different audiences.

You'll have a positive attitude to equality, diversity and inclusion and be a team player, enthusiastic about working with a range of stakeholders and staff.

The role is based at WEMA's offices within Little Stoke School, Little Stoke Lane, BS34 6HY and we expect you to be in the office for at least 1 day a week.



Unscr!pted: The West of England Creative Inclusive Ensemble

To apply, please complete the online application at www.wema.org.uk/jobs

Closing date: Noon, Tuesday 9th April 2024. Interviews will be held on Monday 15th April.

If you wish to discuss the role informally before applying, please contact Simon Lock, CEO;
simon.lock@wema.org.uk

Marketing and Communications Manager	
Role purpose	To lead the marketing and communications activity for the organisation, promoting the delivery of music services to schools and the community.
Location	Little Stoke, Bristol, homeworking, plus occasional attendance at events
Remuneration	£28,000 to £35,000 per annum, pro rata, depending on experience
Other benefits	NEST Pension 34 days leave (inc BHs, pro rata) per year Company health and wellbeing support programme
Hours	Part time. 18.5 hours per week (2.5 days)
People/staff responsibilities	Third party suppliers delivering specialist marketing expertise.
Reports to	Managing Director / CEO
Key Accountabilities	<ul style="list-style-type: none"> • Lead the organisation’s Marketing and Communications activity to establish and develop the organisational brand and promote the delivery of music services, leading to increased sales and fundraising/advocacy. • Act as ‘brand guardian’ to ensure consistency of brand, messaging and tone of voice across all internal and external communications and media and ensure we powerfully tell WEMA’s story, with our stakeholders – eg young people, parents, schools – always at the heart of what we do • Developing content - writing and editing, designing (posters, social media posts), multi-media editing (photos, videos, audio), taking a brief from team members and briefing others (eg graphic designer, videographer, staff team members) • Implement a multimedia strategy including face to face, online and across the social media landscape to promote the organisational brand. • Manage the marketing budget and ensure it is used effectively. • Liaise with press and media, providing press packs and collateral as required. • Work in partnership with fundraising to contribute to the development and delivery of the funding strategy – including online fundraising - and identify and secure additional opportunities for income generation. • Represent the organisation, leading on communication with key stakeholders such as parents and schools and wider stakeholders within a political and educational context. • Lead on the marketing for music events, developing new opportunities for service delivery. • Collaborate with the Head of Delivery and Head of Operations to increase engagement, foster new collaborations and develop partnerships and projects across the music, arts and cultural sectors. • Manage third party suppliers delivering specialist marketing expertise.
Skills and experience	<ul style="list-style-type: none"> • Highly creative with experience in identifying target audiences and devising marketing campaigns that engage and drive sales • Experience of copywriting and content creation for the web and social media, and understanding of SEO/SEM • Experience of WordPress or similar website content management system • Experience in graphic design

	<ul style="list-style-type: none"> • Experience of securing local media coverage and identifying news or advocacy stories • Demonstrable experience managing a marketing database and email campaigns • Experience managing social media accounts that drive engagement • Solid knowledge of website analytics tools (e.g. Google Analytics, Google Search Console, Meta business suite analytics) • Strong project management skills • Strong understanding of customer needs and ability to think from the customer's perspective • Experience in stakeholder management
Person Specification	<ul style="list-style-type: none"> • Understanding of, and commitment to, children and young people, the music education, therapy and wellbeing sectors and inclusion. • Proven experience of delivering value from a marketing role. • Resilient, practical and a self-starter; comfortable with working on own and in teams. • Demonstrates a high level of professionalism and confidentiality. • Excellent listening and communication skills and a natural influencer. • A natural relationship builder, liaising effectively across a range of community, corporate, commercial and education stakeholders. • Solid commercial acumen. • Demonstrable problem-solving skills - complex issues are broken down and options/approaches evaluated and presented thoughtfully.

WEMA is committed to the safeguarding of children and young people, and the vulnerable adults with whom we work. These role requires substantial contact with children, therefore applicants are required, by virtue of the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended), and the Disclosure of Criminal Background of those with Access to Children (Children's Act 1989) to reveal any criminal convictions, bind-overs or cautions, including those which would normally be regarded as 'spent'. The role is also subject to screening by the Disclosure and Barring Service.

We are an inclusive organisation and actively promote equality of opportunity for all to ensure our organisation delivers on its values and is representative of the diverse communities we serve.

We welcome applications from all people, especially those who face barriers to access or participation. We are committed to making adjustments to enable everyone to apply for, and carrying out, any of our roles.

This job description is not a complete list of duties but gives a general indication of the range of work undertaken. It will vary over time as demands and priorities change. The team structures within the service operate with a high degree of collaboration and flexibility, individual service portfolios may therefore change over time and post holders are expected to undertake any other duties commensurate with the general level of responsibility of the post.