

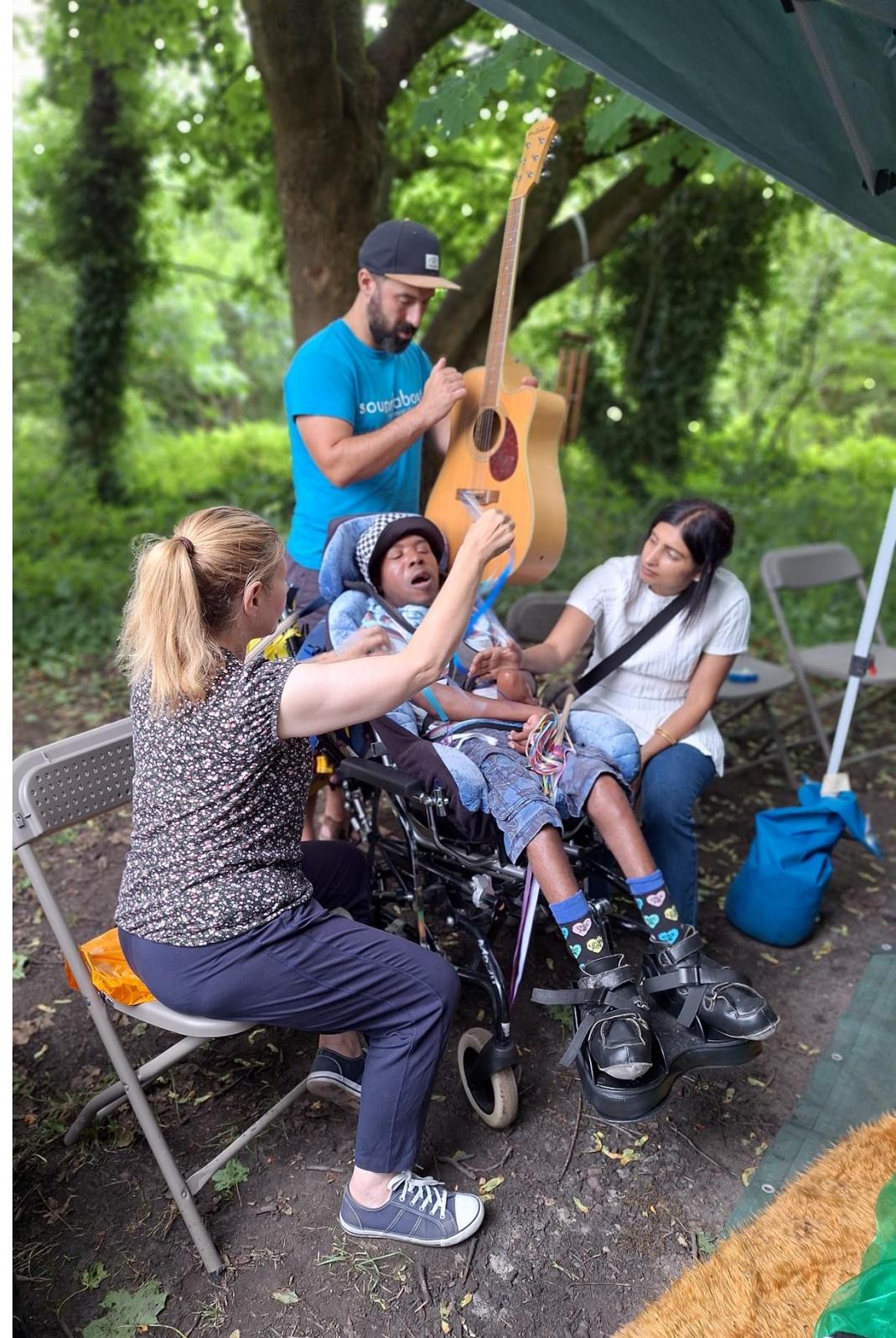


Marketing and Communications Officer Recruitment Pack 2025



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Welcome

Thank you so much for your interest in the role of Marketing and Communications Officer at Soundabout. Soundabout is a small national charity with a 28-year track record of supporting Learning Disabled people of all ages with complex supports needs to thrive through music and sound.

Soundabout is an exciting and dynamic charity that is working hard to build the foundations for growth, as per our current strategic business plan. Soundabout has developed a strong brand, reputation, and stakeholder relations, which we are keen to develop further. We are looking for a versatile, creative, and proactive person to lead Soundabout's marketing and communications. This is an exciting opportunity for a passionate individual to make their mark on a small charity with a big heart and even bigger impact.

Equity, diversity, inclusion, and belonging are at the heart of who we are and everything we do. We take our responsibility to challenge and remove barriers within the sector and within Soundabout very seriously. We are working hard to build a team that reflects the diversity of the Soundabout community. We welcome applications from everyone and are particularly seeking applications from people from historically under-represented backgrounds and are committed to making adjustments that would support you in applying for or carrying out the role. After a review of our small staff team demographics, we encourage applications from underrepresented groups, especially those who are Disabled, Asian, or from Mixed or other ethnic backgrounds.

Soundabout is a Disability Confident employer, any applicant that identifies themselves as Disabled and can demonstrate that they meet all the essential criteria for the role will be offered an interview.

Soundabout is committed to safeguarding and promoting the welfare of children, young people, adults at risk, and everyone it comes into contact with. We run rigorous safer recruitment processes for all employees, including specified interview questions, DBS checks, and the collection of references. Safeguarding training is a mandatory part of the induction process for all employees, and employees are expected to always adhere to our safeguarding policies and procedures.

If you need support to apply or would need support to fulfil the role please get in touch with our Operations Manager, Maryse Degbegni, to discuss your requirements on email

marysedegbegni@soundabout.org.uk or phone 07852 636990.



About Soundabout

Soundabout is a small national charity. Our vision is a world where everyone can access and experience music. We use music, sound, and silence to create opportunities where Learning Disabled children and adults with complex support needs thrive.

Music is a universal language and a tool of expression for those who communicate using means other than words. We offer a wide range of music making and training opportunities, online and in-person around the country, that enhance wellbeing, communication, community, self-expression, and enjoyment.

Soundabout supports around 1,500 participants per year through opportunities that are accessible, inclusive, high quality, interactive, and person-centred, with training for families, carers, professionals, and partner organisations supporting them so they can continue to use these techniques.

We consulted with our community about terminology so now use 'Learning Disabled people with complex support needs' using the Social Model of Disability. Care and Education Sectors may use people with 'Profound and Multiple Learning Disabilities' (PMLD) and 'Severe Learning Disabilities' (SLD).

Our inclusive approach to facilitation uses sound and silence (our definition of music) in a simple way, focusing on what the person can do, not what they can't do. Our core principle is that all Disabled people have a right to experience the joy brought by interacting with music and be able to use music to help them communicate and connect with the world around them.

Vision, Mission & Values

Our Vision

A world where everyone can access and experience music.

Our Mission

We use music, sound, and silence to create opportunities where Learning Disabled children and adults with complex support needs thrive.

Our Values

Kind: We are kind, friendly, and supportive to everyone.

Person-Centred: We celebrate each person; creating sound and music together.

Inclusive: we work hard to create welcoming and accessible spaces.

Aspirational: We use our energy to learn and aim for the best for everyone, while being curious, fun, and creative.

Our Programmes

Music Making

Soundabout Choirs are a network of hybrid musical communities across the country welcoming Learning Disabled people of all ages/abilities and their local communities, encouraging them to share their voices in ways accessible to them.

Sounds Virtual a variety of regular interactive online music-making sessions which can be accessed live or on demand, wherever and whenever most suitable for families with Disabled children and young Disabled adults.

Sounds Sensory are events that transform community spaces into themed multi-sensory environments so Disabled children and adults can be fully immersed in a theme and use all their senses to engage and explore.

Sounds Wild events are innovative music-making sessions in inspiring outdoor spaces, supporting families and groups to access the health and wellbeing benefits of connecting with nature.

Sounds Together projects are face-to-face community music making sessions for small groups of Learning Disabled people, run by two specialist practitioners working as a team: one leading the music and one leading the interaction.

Training and Resources

Commissioned work through partnerships with Music Education Hubs, Special Schools, and other organisations. This can include music-making sessions, training and development for teachers and support staff to build their skills, knowledge, and confidence to engage all Disabled pupils in music-making.

Ready – To – Go Training Videos are available in a library for those who wish to learn Soundabout techniques for interactive, inclusive music making.

Little Soundabout and Soundabout Life are a collection of free online musical resources for Learning Disabled children and young adults with complex support needs, their families, carers and those working with them.

Training Membership gives access to a Training Members' Area which has been created to share resources, training, and ideas with music practitioners, teachers and anyone supporting a Learning Disabled person with complex support needs.

Conference Workshops commissions provide Soundabout with the opportunity to share our approach with the wider sector.

Emerging Leaders and Graduate Emerging Leaders an accredited one-year course and follow on placement opportunities supporting Learning Disabled people to develop skills for careers in music / the arts.



Job Description

Post title: Marketing and Communications Officer

Contract: Permanent, part-time, 14 hours per week (Flexible working), with core hours on a Tuesday morning. This role may suit those with childcare responsibilities who would prefer to work 4x half days.

Responsible to: Chief Executive Officer

Salary: £27,295 per annum pro-rated

Location: Home working, with one Tuesday per month in-person (location rotates across the country with reasonable travel costs reimbursed).

Benefits:

- Flexible working
- Home working
- Pension scheme with an employer contribution of 3%
- Employee Assistance Program (Westfield Health Cash Plan) by monthly subscription paid by Soundabout - employees claim back the costs of health and wellbeing services such as dental, optical, physiotherapy, osteopathy, have access to a 24/7 virtual GP, and shopping discounts
- 25 days annual leave plus bank holidays (pro-rated for part-time employees)
- Supportive working culture fostering a good work/life balance
- Enhanced Sick Pay
- Enhanced Maternity Pay

The Role

We are looking for a marketing and communications professional with excellent written skills to help share the stories behind the people and the charity. From promoting breaking news and covering live events, to marketing upcoming opportunities and representing the stories of the Soundabout community, this is a varied and exciting role, where a breadth of creative and digital skills is essential.

As part of a small but passionate organisation, this role is key to developing our supporter base, increasing engagement with and awareness of the charity, promoting our services, and increasing our fundraising efforts using a mix of storytelling, marketing, videography and photography, research, and other communications tools.

We are entering an exciting new phase of growth and development, and this is an opportunity to make a new role your own. If you would like to be part of a team making a real difference to Learning Disabled people through music, we'd love to hear from you.



Key Responsibilities

The candidate will be responsible for marketing and communications at Soundabout which includes:

- Review, update, and deliver a marketing and communications strategy and calendar to support Soundabout's goals, supported by the CEO.
- Plan and deliver strategic marketing campaigns and events (mostly digital), with strategic support from the CEO, including an annual winter fundraising campaign and ad host virtual events to promote Soundabout and build stakeholder relations.
- Develop, manage, and update the content on Soundabout's main website (WordPress), keeping it compelling, accessible, and on brand for all our key audiences.
- Maintain and update the Soundabout Families and Soundabout Choir Hubs websites, ensuring they stay up-to-date and on brand.
- Create, publish, and schedule posts for Soundabout's social media channels with the aim of engaging and growing our audience and in line with strategy, working with the CEO and wider team to determine content. Replying to and moderating conversations in our community spaces. We are currently active on Facebook, LinkedIn, Instagram, YouTube, and Bluesky.
- Design digital and printed marketing materials and publications, such as newsletters, annual reports / impact reports, and flyers for our different audiences.
- Collate content from across the team, to write and circulate newsletters and ad hoc bulletins, editing content so it is coherent in style, using MailChimp.
- Maintain brand consistency across all communications and craft clear, engaging, and inspiring market copy and compelling communications about Soundabout's work.

- Collaborate with colleagues and the Soundabout community to collect and share their stories in an authentic and respectful way, further developing Soundabout's storytelling work.
- Work with Administrator to review mailing lists set up on Salesforce (our CRM system).
- Promoting Soundabout's commissionable activities, maintaining regular communications with commissioners, and proactively anticipating and negotiating renewals.
- Drafting and circulating thank you letters and other regular communications with Soundabout donors, funders, supporters, as directed by CEO.
- Be innovative: review and implement new technologies to improve our campaigns, drive engagement and boost supporter experience.
- Be reflective: review campaigns and proactively adapt plans to optimise future results. Provide analytics for reporting.
- Share stories externally, utilising publications / journals / virtual spaces related to the sectors Soundabout inhabits.
- Review and update automated responses for mailing list sign ups and donations.

General responsibilities (required of all staff):

- Adhere to all Health and Safety regulations and guidance
- Ensuring that all Safeguarding procedures are met.
- Maintaining confidentiality in accordance with the General Data Protection Regulations (GDPR).
- Participating in training and development activities as required and to assist with training and development of colleagues as appropriate.
- Contributing to the organisation's continuous journey towards best practice within Equity, Diversity, Inclusion and Belonging.



Person Specification

Essential:

- Experience of working in a digital marketing / communications role (paid or voluntary).
- Excellent communication skills, including the ability to write compelling and effective copy with accuracy and attention to detail, for specific audiences.
- Experience of designing multimedia content, ideally using Canva and MailChimp, or other similar software, with a good eye for design aesthetics and demonstrable creativity.
- Experience and proficiency of managing, moderating, and creating content for online platforms and social media, including Facebook, Instagram, YouTube, and LinkedIn.
- Experience of updating website content.
- Experience of editing and making video content, including short form video content.
- Good understanding of online user experience, usability and accessibility, online publishing standards and technologies.
- Good understanding of the principles of marketing and an understanding of a range of marketing channels, including print media, digital media, social media platforms, and face to face engagement.
- Excellent interpersonal skills, with the ability to communicate sensitively and effectively with a diverse range of stakeholders.
- Excellent IT skills and experience of using Office 365 and willingness and ability to quickly pick up skills in using our other IT systems such as Salesforce.
- Experience of using own initiative, setting and meeting targets, organising and prioritising workload, and managing time effectively.

- Someone who is honest and trustworthy with a strong commitment to safeguarding, equity, diversity, inclusion, and belonging across all aspects of Soundabout.
- Availability to work on a Tuesday morning (other times are flexible).
- Has a workspace that they can use at home and a reliable internet connection.
- A willingness to travel to monthly team days, and to undertake other in-person tasks where possible e.g. equipment store inventories.
- Right to work in the UK

Nice to Have:

- Previous experience in the charity sector.
- Previous experience of being in musical environments.
- Knowledge and/or experience of working with learning Disabled people and their families
- Experience of managing, moderating, and creating content for other social media platforms not regularly used by Soundabout such as TikTok.
- Experience of updating website content on WordPress.
- Good understanding of SEO and its role in online visibility.
- Experience reporting on campaign performance and presenting findings in clear and engaging ways.
- Proficiency in using analytics tools.
- Proven experience in event management, including planning, coordination, and delivery of events to a high standard.
- Proven experience in using Salesforce or other Customer Relationship Management System.

Note: This job description outlines the principal responsibilities and duties of the post holder. It is not meant to be, nor is it, an exhaustive list of specific responsibilities and duties. The post holder will be expected to undertake any other duties which could reasonably be expected as being within the remit of the post and which arise out of changes in legislation, regulations, orders, rules and working practices, methods and procedures and reviews, as directed from time to time.





How to Apply

To apply please email the following to recruitment@soundabout.org.uk with the subject header “Marketing and Communications Officer”:

1. A **CV** listing relevant experience and full employment history, explaining any gaps (maximum two A4 pages or the application will not be considered).
2. A **supporting statement** which outlines your suitability for the role (maximum two A4 pages or the application will not be considered). Please structure your supporting statement by addressing each of the points listed under the person specification. It would also be acceptable, should you prefer, to apply using a visual presentation, video or audio recording.
3. **Contact details of two referees** including a former employer that we can contact should we offer you the role. Referees will not be contacted unless we offer you the role.

Please also submit an **equal opportunities monitoring form**. It is completely anonymous.

All applications will be anonymised before being assessed using a scoring matrix by a shortlisting panel. This is to reduce possible bias / unconscious bias.

Time Frame

Closing date for applications: 10th March 2025 at 9am.

Shortlisted applicants will be contacted by 5pm 14th March 2025.

Interviews will run during the week beginning 17th March 2025 (exact dates to be confirmed with shortlisted candidates).

Expected start date: as soon as notice periods, references, and safeguarding checks allow.

FAQs

Will I need to do a DBS check?

Yes, Soundabout is committed to safeguarding and promoting the welfare of children and adults at risk and expects all staff and volunteers to share this commitment. As part of this role, you will be engaging with young children and adults at risk. You will need an Enhanced DBS Check if you are offered the role, and we will help you with this. If there is anything relevant that might show in a DBS check, please notify us of this in advance.

Will I have to attend an interview in person?

No, we will be holding interviews online using a video call service called Zoom. If you would prefer to use a different video call service that may be more accessible or familiar to you, please get in touch to discuss options.

What can you do to make the interview process accessible?

We will do everything we can to support individual access requirements at interviews and within the role. We will always make any reasonable adjustments we can and try to support you with any additional resources you might need.

If you are invited to interview, we will ask if you have any access requirements and will meet those as best as we can. We send out questions a few days before the interviews take place. This is to give you time to consider the questions, carry out any research and give us

your best answer possible. We are very happy for you to bring notes or make notes during the interview.

Please contact us if you would like to suggest any other ways we can help you to give your best in the interview.

Are you a Disability Confident and Living Wage employer?

Yes, Soundabout is a Living Wage and Disability Confident Employer. Any applicant that identifies themselves as Disabled and can demonstrate that they meet all the essential criteria for the role will be offered an interview.

Other questions...

If you have any questions that are not covered here, please get in touch with our Operations Manager, Maryse Degbegni, on email marysedegbegni@soundabout.org.uk or phone 07852 636990.

Thank you again for your interest in the role and Soundabout!

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Company Limited by Guarantee No. 5023067

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