



## JOB DESCRIPTION

<b>Job Title</b>	Marketing & Events Officer
<b>Salary</b>	£22,500 p.a. pro rata
<b>Contract</b>	Permanent, part-time 0.5 FTE (20 hours, 2.5 days a week) plus some evening and weekend work will be required, for which time off in lieu will be given.
<b>Place of work</b>	Oxford House, Derbyshire Street London E2 6HG
<b>Reporting to</b>	Marketing & Label Development Manager
<b>Responsibility for</b>	Marketing & Events work placements; volunteers
<b>Holiday entitlement</b>	16.5 days per annum (33 days – incl. 8 statutory days - pro rata)
<b>Pension entitlement</b>	3% employer contributory pension (5% employee contribution)

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## OVERVIEW

Nonclassical is a music promoter, record label and events producer presenting the best new classical, experimental and electronic music. Led by Executive Director Natalia Franklin Pierce, Nonclassical develops, produces and promotes innovative music, putting artist and audience development at its heart.

Recent event highlights have included the large-scale Rise of the Machines club series at Village Underground and Ambika P3, as well as curating events in partnership with the City of London Sky Gardens, Barbican's Sound Unbound, National Theatre's River Stage, and the Royal Albert Hall. Recent releases on our label have included Dominic Murcott's award-winning *The Harmonic Canon* and releases from Langham Research Centre, Tansy Davies and our founder, Gabriel Prokofiev.

For more information about Nonclassical and our vision, mission and values, please visit: [nonclassical.co.uk](http://nonclassical.co.uk)

## THE ROLE

Working closely with the Marketing & Label Development Manager, the Marketing & Events Officer oversees the promotion and event production of Nonclassical's bi-monthly events alongside wider marketing support for other activity including releases, artist development and fundraising.

We are looking for somebody with a passion and knowledge of new music, who would rise to Nonclassical's vision to bring the best new classical, electronic and experimental work to new audiences. The Marketing & Events Officer will be outward-looking, establishing and maintaining strong relationships with musicians, venues and related organisations to enhance Nonclassical's reach.

We are seeking candidates with experience leading effective marketing campaigns and with exceptional organisation and project management skills. Taking initiative and the ability to work flexibly is essential within this small, dynamic charity with a big vision.

## CLOSING DATE

If you think this might be the job for you, please email a CV and covering letter (max. 1 page) demonstrating how your experience matches up to this role to Natalia Franklin Pierce, Executive Director on [recruitment@nonclassical.co.uk](mailto:recruitment@nonclassical.co.uk) by the closing date.

**Closing date: 9am, Monday 3 February 2020**

**Interview date: Monday 10 February 2020**

For any queries about this position that are not covered in the job pack, please email Nathan Comer, Label & Marketing Development Manager on [nathan@nonclassical.co.uk](mailto:nathan@nonclassical.co.uk)

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## KEY AREAS OF RESPONSIBILITY

To devise, implement and manage the promotion and production of Nonclassical's bi-monthly events, as well as assist in promotion for the wider aims and activities of the organisation.

## DIGITAL MARKETING

- Create and manage content for Nonclassical's website and social media channels, maintaining consistent representation of the brand, including visual identity and tone of voice
- Use insights from digital activity to inform strategy to build engagement and reach
- Drive revenue through digital and social advertising and content promotion
- Build reach and engagement through email marketing and through partnership or reciprocal agreements
- Coordinate promotional activity with partners, including reciprocal social media and e-newsletter swaps with wider individuals / organisations

## EVENT MARKETING

- Work with the Marketing & Label Development Manager to position live events and collate material for their promotion
- Liaise with colleagues, stakeholders and partners to manage marketing and press campaigns
- Develop and manage marketing and press strategies to maximise ticket sales and event exposure, through NC channels, advertising and press strategies
- Work with venues to gain insights into audience engagement and experience, using event surveys, post-concert emails and CRM data

## EVENT PRODUCTION

- Work closely with artists, venue and sound technician to produce Nonclassical's regular bi-monthly events, collating and sourcing technical requirements as necessary
- Event manage Nonclassical's bi-monthly events, including the box office, front of house and stage management, in conjunction with Nonclassical volunteers
- Manage the recruitment and retention of Nonclassical volunteers and their line-management

## ARTIST DEVELOPMENT

Artist development is a key strand of Nonclassical's activities. You will work with the rest of the team to research and foster new talent including:

- Keeping abreast of the new music scene and its marketing – attending gigs to feed back on new trends, ideas, interesting nights and performers
- Working closely with Nonclassical Associate Composers to promote their work
- Working with the rest of the team to develop new and current artists
- Creating marketing strategies for artist development initiatives

## OTHER

- Minuting team meetings and other meetings as required
- Tidying and maintaining the file management system, Google Drive
- Any other tasks requested by the Marketing & Label Development Manager or Executive Director

## PERSON SPECIFICATION

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EDUCATION AND EXPERIENCE	
Minimum two years of relevant experience working in a marketing and communications role	Essential
BA or equivalent degree in Music	Desirable
Strong links with UK promoters, musicians, organisations and labels in new classical, experimental and/or experimental music	Desirable

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KNOWLEDGE AND UNDERSTANDING	
Evidence of implementing effective marketing campaigns	Essential
Experience of implementing CRM-led, insights-driven, digital marketing campaigns	Essential
Demonstrable in-depth knowledge of new classical, experimental and/or electronic music	Essential
Interest in current trends and strategies in the music industry	Essential
Experience of delegating and management of interns/volunteers	Desirable
Experience of web design and an understanding of basic HTML	Desirable

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SKILLS AND ABILITIES	
Excellent copywriting and proofreading skills	Essential
Ability to work in a fast paced, energetic environment	Essential
Ability to work in a small team and independently	Essential
Proficient in IT, including website CMS	Essential
Graphic software knowledge (Photoshop, Illustrator, InDesign, Premiere)	Desirable

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PERSONAL QUALITIES	
An appreciation and understanding of Nonclassical's artistic vision, mission and values	Essential
Flexible attitude	Essential
Friendly, efficient and helpful	Essential