

## **Communications and Marketing Officer – job description and person specification**

Cathedral Music Trust (CMT) is a charity which supports and promotes sacred choral music. We do this by campaigning on behalf of cathedral music and musicians, giving grants to cathedral choirs and choristers in need, and encouraging the pursuit of excellence in choral and organ music. The Trust is a newly formed charity, incorporating the Friends of Cathedral Music and the Diamond Fund for Choristers. The charity has ambitious plans to invigorate and expand its operations as the leading source of support for cathedral music through advocacy, education and grant-giving. It is especially committed to enabling children from a diverse range of backgrounds to experience the many benefits that come from being a chorister.

The Trust wishes to appoint a Communications and Marketing Officer, who will support the organisation's Development Director and the Operations Director. You will be responsible for marketing and communicating the Trust's work to a broad range of audiences, through various channels such as our website, social media and newsletters. This is an exciting opportunity to play a key role in a revitalised charity.

This position is supported by the Genesis Foundation.

Salary: £30,000 (pro rata)

Contract: initially a two-year contract, which may be extended if funding is available

Hours: 0.6 FTE

Location: Home-based (attendance at meetings and events will be required as appropriate. These may be in London or elsewhere in England)

Start date: 19 October 2020 or as soon as possible after this date

*We welcome applications from all suitably qualified candidates regardless of their background; we particularly welcome applications from Black, Asian and minority ethnic candidates, as they are currently under-represented in our organisation.*

### *Key responsibilities:*

- Support the Development Director, to whom you will report, in developing and managing the charity's brand, messaging and communication strategy, while maintaining the integrity of our core aims and values
- Raise the charity's profile and pursue opportunities to maximise revenue and reach
- Promote the charity's commitment to diversity and inclusion within its organisation and in the world of cathedral music
- Market the charity through digital content, social media, printed materials and press releases, using consistent and compelling messaging
- Manage our internal communications, including newsletters to volunteers and members

- Contribute high quality, relevant and up to date content to our website and drive high quality traffic to it
- Track and measure the success of our different communication channels
- Market events and campaigns
- Work effectively with the Directors and other staff for the benefit of the charity

*Your skills and experience:*

- At least two years' experience in marketing and communications
- Experience of engaging diverse and under-represented sections of the community
- Self-motivated, proactive and capable of working effectively in a virtual office
- A good team player who can adapt to working alongside professional colleagues and volunteers
- Excellent standard of spoken and written English, with proven experience of writing and editing copy appropriately styled for different target audiences
- Outstanding organisational and time management skills with strong attention to detail
- Advanced IT and social media skills
- Experience of website content management systems, and ideally some experience of HTML and CSS, will be an advantage
- Some graphic design expertise is desirable
- Enthusiasm for sacred choral music

How to apply: Please submit your application using the application form. CVs will not be accepted.

Closing date: Friday 9 October. Shortlisted candidates will be interviewed in the week beginning 12 October, in person or by videoconference.