

JOB DESCRIPTION

POST TITLE: Digital and Marketing Manager

RESPONSIBLE TO: Head of Business Development

Salary: circa £38,000

LOCATION: Incorporated Society of Musicians (the "ISM")

4/5 Inverness Mews

London W2 3JQ

JOB PURPOSE

Working with the marketing, services and external affairs teams, develop and deliver successful digital communications, including creating content, across all platforms to promote the brand, deliver influence and support the achievement of recruitment and retention targets. This job requires out of hours working to achieve its objectives.

RESPONSIBILITIES

Working with the Head of Business Development and other colleagues ensure that the ISM Group has the right range of and most relevant technologies in place to deliver a successful digital strategy.

Manage the ISM Group's social media accounts and affiliated campaign social media accounts, delivering impactful social media in accordance with the ISM Group digital strategy.

Deliver effective and active social listening using the relevant analytics tools to identify opportunities and inform decision-making for the ISM Group, including:

- monitoring brand awareness
- identifying trends in market and customer behaviour
- monitoring industry developments
- reporting on the effectiveness of campaigns

Use digital platforms to promote ISM Group services, marketing, professional development materials and events.

With the marketing and external affairs teams, create dynamic, interactive, shareable visual and written content to enhance social media creating in-house content where possible.

Lead on the delivery of the ISM Group's podcast including sourcing interviewees, curating content covering the ISM's offer (including external affairs, services and professional development) and areas of interest, editing content and uploading to the ISM Soundcloud page and website.

Create and maintain a social media/editorial calendar, taking into account key dates to promote the ISM Group's work.

Exploit the content of Music Journal and other written materials in the digital space across multiple platforms.

Working with the marketing team, create e-newsletters for the ISM membership including segmented groups e.g. performers, composers and educators.

Keep up to date with developments in the digital world, including:

1. Existing and emerging social media, including new capabilities within existing platforms, for the ISM Group to develop its social media presence both on existing and new platforms.
2. Digital platforms that could compete or impact the ISM Group's services

Monitor the external environment across social media, online and in the press and develop a good understanding of the political landscape, music sector and the ambitions of the ISM Group's competitors.

Coordinate and maintain a regular stream of content for the ISM blog from members, corporate members and organisations, covering the ISM's offer and all issues from all areas of the music industry and profession.

Attend industry events when required and use social media as appropriate to raise the profile of the ISM Group.

Edit audio, video and images via Adobe programmes when required.

Maintain a continuous record of ISM media and social media activity and coordinate press packs for Council meetings.

With the Digital & Insights Manager, regularly review messaging across the ISM Group and segmentation of our markets.

Have a good understanding of the music industry and its key players to inform digital work and exploit opportunities as they arise.

Edit and update content on the ISM Group's websites when required.

Cover other areas of the marketing, communications and public affairs functions as directed.

Carry out any other appropriate duties requested by the Head of Business Development.

CORE VALUES FOR ALL STAFF

Perform your role to a high standard, to time and with dedication and commitment.

Deliver the ISM Group's agreed objectives and maintain our reputation of working at the forefront of supporting the music profession.

Deliver the ISM's 5 Gs at all times (Grow the membership of the ISM, Grow the income of the ISM, Grow the influence of the ISM, deliver Gold standard services, Great people)

Treat all colleagues, members and people you come in contact with as a result of your work at the ISM with fairness and respect and in accordance with our commitment to equal opportunities.

Ensure effective, efficient and timely communication with all colleagues and stakeholders with an emphasis on face-to-face communication.

Take responsibility for your own health and safety and responsibility for the reporting of hazards that you believe could impact on health and safety within the ISM's premises and other premises used by the ISM.

Staff are required to take part in the appraisal process and to undertake continuous professional development and training such as may be necessary to meet our business objectives.

Please note this job description provides a broad outline of the duties and requirements of the post and is subject to review and change to meet the ISM Group's operational needs.

Person Specification

Essential:

- At least five years' experience in digital communications
- Highly proficient in using social media platforms including Facebook, Twitter, Instagram, LinkedIn and YouTube
- Highly proficient in using Adobe packages including Acrobat X Pro, InDesign, Photoshop and Audition; and Microsoft Office including Word, Powerpoint and Excel
- Experience in social media/community management
- Experience using social listening and analytic platforms
- Experience with social media management tools i.e. TweetDeck and Hootsuite
- Ability to identify target audience preferences and trends
- Excellent interpersonal and written skills
- Demonstrable track record of success in previous roles
- Very strong digital and communications skills with a good grasp of brand, positioning and messaging
- Proactive and dynamic with a positive 'can do' attitude and a clear focus on outcomes and impact
- Highly creative and innovative
- Good problem solver and excellent attention to detail
- Good team player who works well under pressure and to deadlines
- High levels of emotional intelligence

May 2020