

## Marketing Coordinator Application Pack

**Fixed Term Contract:** 12 months with the possibility of extending.

**Part-time:** 20 hours per week (incl. some evening and weekend work).

**Salary:** Dependent on experience (guideline £22,000 p.a. pro rata).

**Deadline for applications:** 9am, Monday 21<sup>st</sup> November 2022.

**Interviews:** Week commencing 5<sup>th</sup> December 2022.

### Applicant information

This is a fixed term contract for 1 year with the possibility for extending upon review. It is part time based on 20 hours per week including some evening and weekend work. The salary is dependent on experience; guideline £22,000 p.a. pro rata. Training and professional development opportunities will be included in this role.

We welcome and encourage people applications from people under represented in the arts sector, in particular people who are D/deaf and/or disabled, neurodiverse, from the Global Majority, and/ or from working-class backgrounds. By Global Majority we mean African Caribbean, South Asian, Southeast Asian, East Asian, Middle Eastern, Arabic Diasporas, as well as Indigenous communities. Degree level qualifications are not a requirement to apply.

This post is a support role reporting to the Deputy Director and working in a team with the Programme Producer, Director, Deputy Director and Community & Learning Producer. You will be delivering many aspects of marketing, press and communications for OCM's events, projects and other charitable activities.

We are looking for an individual with excellent organisation and communication skills who enjoys a fast-paced role. An enthusiasm for marketing, social media and communications, and for the projects and events that OCM presents is key. Whilst you'll be working closely with colleagues, you will need the ability to manage and prioritise your own work.

We're looking for someone with a talent and flair for writing, an excellent eye for design and detail, and exceptional planning skills. An ability to juggle the various areas of the role simultaneously is essential. An enjoyment for learning new skills and working in new contexts is important to this role.

The role is mostly desk based, sometimes attending venues and meetings, and you may sometimes be asked to attend and work at OCM events as part of the contract. These hours are then taken off in lieu.

OCM is a close-knit team with all team members taking a hands-on approach to the planning and delivery of our events, including the Marketing Coordinator.

The role would suit someone early in their career with demonstrable experience in this field. Applicants should ideally have at least one year (or equivalent) of relevant experience.

## How to apply

Before applying, please first read OCM's mission, the job description and the person specification set out below.

**To apply, please send us your CV and a letter of application stating why you are suitable for the role.** Please refer to the job description and person specification in your letter and demonstrate how your experience to date and skills meet the requirements. The CV should include: contact details, relevant qualifications, relevant skills and experience. Please also send the completed Monitoring form.

Your CV, letter of application and monitoring form should be sent by email to Victoria Larkin (Deputy Director) at [victoria@ocmevents.org](mailto:victoria@ocmevents.org).

**The deadline for applications is 9am Monday 21<sup>st</sup> November 2022.**

Shortlisted applicants will be invited for an interview during the **week commencing 5<sup>th</sup> December 2022**. If you know that you will not be available during that week please let us know when you apply.

**We are holding two Q&A sessions via Zoom** for people to ask questions about OCM and the role before they apply. These will be held on:

Wednesday 9<sup>th</sup> November, 5pm

Monday 14<sup>th</sup> November 12.30pm

Zoom link:

<https://us02web.zoom.us/j/85167843006?pwd=V1RhZXFBK0tWVGxyRnVWbUp1ejBKQT09>

You are very welcome to ask questions about the role or the application process by contacting Victoria Larkin on [victoria@ocmevents.org](mailto:victoria@ocmevents.org). If you prefer to speak on the phone we can arrange a call-back.

## Our Mission

To develop and present exceptional new music and sound-based live events, which engage diverse local and national audiences and deepen understanding and appreciation of musical cultures from within the UK and worldwide.

OCM's raison d'être is to bring artists and audiences together in ways that create memorable and meaningful experiences for all.

We aim to do this by:

- Supporting artists in their creative development;
- Forging inspiring partnerships that cross conventional boundaries within music, the arts and beyond the arts;
- Presenting work in the UK and abroad;
- Developing innovative approaches to presentation and interaction;
- Developing participative projects with schools and community groups that nurture skills and offer personal fulfilment.

To discover more about our work please visit [www.ocmevents.org](http://www.ocmevents.org)

## Job Description

Responsibilities include but are not limited to:

### Marketing, press and reporting

- Managing and growing mailing lists;
- Digital marketing and online advertising through OCM's social media channels;
- Maintaining and updating OCM's social media channels;
- Writing copy;
- Maintaining and updating the website;
- Briefing and working with designers, photographers and videographers;
- Obtaining and documenting press coverage and listings;
- Delivering email and print newsletters to our various mailing lists;
- Co-ordinating advertising;
- Organising printing and distribution of flyers/posters etc;
- Gathering and creating content for marketing purposes (this includes some basic design work);
- Word spreading and sharing of events/activity with other organisations/groups;
- Data collection and analysis, reporting, and maintenance of databases;
- Assisting with marketing, digital, branding and audience development projects;
- Undertaking other duties and responsibilities, including at events, as may from time to time be required by the team.

### Internal Communications

- Working with the team on communications for commissions and projects in development phase;
- Assisting with communications for our artist development work;
- Assisting with communications for meetings and staff/trustee functions;
- Taking minutes at staff and Board meetings.

## Person specification

### Essential skills, experience and attributes:

- Efficient, fast and accurate organisational skills;
- Ability to manage and prioritise within a busy role;
- Excellent attention to detail;
- Strong and creative written and visual communication skills;
- Experience in creative tools for online communications (e.g. design apps / platforms);
- Confidence and good interpersonal skills;
- A passion for, and great understanding of, social media;
- Willingness and ability to work some evenings and weekends as the job requires;
- Experience with website maintenance and design software;
- Comfortable working with numbers;
- A passion for music and the arts;
- Previous experience in marketing and/ or press in the music or wider cultural sector.

### Desirable skills, experience and attributes:

- Knowledge of up-to-date marketing and audience development approaches;
- Enthusiasm for culture and/ or events in public spaces, in particular contemporary music, cross-artform or site specific work.

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## Privacy

OCM will keep your application on file for 6 months after a candidate has been selected for the role. This is so that we can revisit applications in the circumstance where the selected candidate leaves the role at the end of the probation period.

For more information about how we use and store data visit  
<http://www.ocmevents.org/privacy-policy>