

## Marketing and Events Coordinator Application Pack

### Essential information:

Fixed Term Contract: 12 months

Full-time: 40 hours per week (incl. some evening and weekend work)

Salary: dependent on experience (guideline £22,000 p.a.)

Deadline for applications: 9am, Thursday 8th September 2022

Interviews: week commencing 19<sup>th</sup> September 2022

This application pack is available as an audio recording at: <https://bit.ly/3BzMvQX>

### Applicant information

This is a fixed term contract for 1 year starting in October 2022.

It is full time based on 40 hours per week including some evening and weekend work. The salary is dependent on experience; guideline £22,000 p.a. This role combines the two part time roles that are currently being advertised: Marketing Coordinator and Events Coordinator.

We encourage people underrepresented in the arts sector to apply – including people who are disabled, from the global majority and/ or from lower socio-economic backgrounds.

This post is a support role reporting to the Deputy Director and Programme Producer. It is working in a team with the Programme Producer, Director, Deputy Director and Education and Outreach Officer. You will be delivering many aspects of marketing, press and communications for OCM's events, projects and other charitable activities. You will also be providing administrative and live event support for OCM's activity and working with a friendly team of people on events (public and internal), producing, commissioning, education and artists development.

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.

The role is both desk based and working on live events delivery, including front of house, volunteers, contracting and artists liaison.

For events, you'll be working closely with the Programme Producer to help stage concerts and deliver projects with an effective, conscientious and inclusive approach.

The nature of OCM's work means that the marketing elements of the role are fast-paced at some times of the year. 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.

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 and Events Coordinator.

We are looking for an individual with excellent organisation and communication skills, who thrives when in new and unfamiliar territory, and enjoys a fast-paced and multi-faceted role; able to adapt and learn new skills when needed. An ability to build rapport with volunteers, artists and partners, and enthusiasm for OCM's music events and projects is key. You will mostly be self-managing your own workload so you will be organised and good at prioritising. The role would suit someone early in their career, or a recent graduate, 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. The CV should include: contact details, relevant qualifications, relevant skills and experience. Please also send the completed Monitoring form.

Please tailor both your CV and letter of application to OCM's mission, job description and person specification.

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

**The deadline for applications is 9am Thursday 8<sup>th</sup> September 2022**

Shortlisted applicants will be invited for an interview during the **week commencing 19th September 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:

Monday 22<sup>nd</sup> August, 12.30pm and Wednesday 31<sup>st</sup> August, 6pm

Zoom link: <https://us02web.zoom.us/j/87362356024>

You can also 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 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
- Administrating print distribution
- 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

## **Event and Project Administration and Management**

- Setting-up and managing event ticketing on box offices;
- Liaison with partner organisations about ticketing and venue requirements;
- Venue and logistics liaison and booking;
- Liaising with Programme Producer on contractual arrangements;
- Preparing and issuing artist contracts and event schedules;
- Stage management and artist liaison;
- Front of house management;
- Assisting with data gathering / evaluation / reporting;
- Documenting and sharing events on social media when required;
  
- Assisting with the pack down at the end of events;
- Assisting with general production and administration on OCM produced projects;
- Undertaking other duties and responsibilities at events as may from time to time be required by the team.

## **Volunteers**

- Recruiting volunteers, including meetings to get to know new volunteers before events;
- Managing volunteers and other event staff in collaboration with the Programme Producer.

## **Financial management and fundraising**

- Processing event finances and recording income and expenditure for reporting;
- Working with the team to manage the production for events within the agreed budget;
- Book keeping for the overall organisational finances (no prior book keeping experience required, the successful candidate will be trained up on starting in the role);
- Assisting with production of management accounts and annual accounts;
- Assisting with fundraising.

## **Miscellaneous**

- Ensuring the OCM office and online files and records are kept tidy, up to date, and in an efficient working state;
- Taking minutes at meetings (including occasional out of hours Board meetings, away days and AGMs);
- Administrating and co-ordinating meetings for projects and events (public and internal);
- Undertaking any other duties and responsibilities as may from time to time be required by the team.

## **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;
- Effective problem solving and good lateral thinking;
- Good negotiation skills;
- Willingness and ability to work some evenings and weekends as the job requires;
- Experience with website maintenance and design software;
- Experience with spreadsheets and word processing;
- Comfortable working with numbers;
- An enthusiasm for the arts, in particular contemporary music, cross-artform or site specific work;
- Previous experience in marketing and/ or press in the music sector;
- Previous experience in a live events environment.

### **Desirable skills, experience and attributes:**

- Experience in music or cultural events production;
- Knowledge of up-to-date marketing and audience development approaches;
- A driving licence and willingness to drive.

## 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>