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| Role Title | Freelance Digital Marketing Officer |
| Purpose of Role | To assist the Orchestra Committee in promoting the Orchestra's work via established digital and social media |
| Salary | £9.90 phr (living wage ex London) paid monthly pro rata |
| Hours | 80 hours (10-12 days) in one year worked fully flexibly by the hour. The appointment will be for 1 year initially subject to review of progress at 3 months |
| Reporting to | The Orchestra Leader, Bristol Reggae Orchestra |
| What you will be doing | Working with the Committee you will be:- Devising and delivering a social media plan and creating content Ensuring we maintain a lively and responsive presence on digital and social media Co-ordinating the digital elements of fundraising appeals, and other mass digital communications Keeping the website content up-to-date |
| Skills, experience & qualities needed | You will have a strong commitment to equality and diversity You will be an enthusiastic supporter of community music-making and may have prior experience in this field. You will understand how to use digital media to promote the work of the Orchestra and to generate income You will have good digital communication skills including use of analytic and scheduling software You will show evidence of initiative and drive in managing digital media You will have website administrative skills You may have a background knowledge of music-making and performance You will be good at working collaboratively with members |
| When and where | The orchestra rehearses in St. Paul's, Bristol. You will mainly be working from home but will have to meet key contacts from the Orchestra |
| Support offered | You will report to the Orchestra Leader who will provide support and be your link to the committee and the Board of Trustees You will have financial support for travel and incidental expenses |
| What you could get out of it | An opportunity to work with an established creative project in Bristol. An opportunity to collaborate with a wider network of community organisations and creative partners. Development of your digital marketing skills |
| Other information | www.bristolreggaeorchestra.com |
| How to Apply | Application letter and short CV by mail to chair@bristolreggaeorchestra.com by 8 th June 2022 |

Person specification

| Requirement | Essential | Desirable |
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| <p>Skills, knowledge, understanding and experience</p> | <p>A commitment to the Orchestra</p> <p>An ability to work effectively as an individual within a network or team</p> <p>Effective digital communication skills and willingness to participate actively in discussion with members</p> <p>Specific skills in digital marketing including use of analytic and scheduling software</p> <p>A track record of using digital media constructively</p> <p>Knowledge and understanding of community music principles and practice.</p> | <p>Qualifications in digital media marketing</p> <p>An interest in and understanding of reggae music creation and performance.</p> |
| <p>Personal attributes</p> | <p>Attention to detail and able to take instructions</p> <p>Drive and initiative</p> <p>An ability to think creatively</p> <p>Tact and diplomacy</p> <p>A commitment to equality and diversity</p> | <p>African-Caribbean heritage</p> |
| <p>Other requirements</p> | <p>You will need to use your own computer equipment and devices for the work</p> <p>Willingness to act in the best interests of the organisation</p> <p>A commitment to upholding the principles of on-line safety, security and safeguarding</p> <p>A commitment to Nolan’s seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership.</p> <p>Willingness and ability to learn, develop and examine own attitudes</p> <p>Willingness and ability to devote the necessary time and effort to the role.</p> | <p>Connections to St Pauls and the Bristol music scene</p> |