



Audience Development & Marketing Lead - Freelance

About University of Sheffield Concerts

University of Sheffield Concerts is a home for musical discovery, learning, and participation. We combine eclectic programming, internationally renowned performers, and creative learning opportunities in a dynamic music event series – promoting over 50 events a year across Classical, Folk, World and Contemporary music. We exist to provide inspiration and support for student creativity, a platform for research-led events, and as a means to bring public audiences in contact with outstanding performances and learning experiences.

Role Outline

The Audience Development and Marketing Lead plays a key role in overseeing and driving marketing activity for The University of Sheffield Concerts series. This part time role is crucial in shaping the public face and voice of the series alongside regular social media management and related administration. Alongside this, the Audience Development and Marketing Lead contributes to the CAADS Internship scheme with providing occasional guidance to the in-post social media internship role.

Responsibilities

1. Devise and implement marketing campaign plans for all concerts. Allocate marketing work into manageable clear actions and objectives, to improve brand awareness and maintain/develop audience engagement.
2. Research and identify new and prospective audiences. Develop specific, targeted campaigns in response to data intelligence and market opportunities, to maximise sales/successfully meet box office targets.
3. Assist in the management, production, and distribution of printed marketing collateral, including season brochure, print advertising and direct mail, in collaboration with team members/external contractors.
4. Create and edit engaging marketing copy for a variety of sources.

5. Write and issue press releases, proactively updating and engaging the press database to build relationships with the media securing coverage.
6. Collaborate with internal stakeholders to market concerts to university staff and students
7. Plan digital and online marketing campaigns, including (but not exclusive to) e-campaigns, social media, online listings, and paid advertising initiatives.
8. Use mailing software to design e-campaigns, use data and reporting tools to analyse and monitor activity.
9. Regularly reflect and evaluate the effectiveness of all marketing activity, and report recommendations to the Music Programme Producer.
10. Oversee promotion and marketing of streamed content and any other new Concerts initiatives

Analysing audiences and context:

1. Work with the Music Programme Producer to analyse customer data and develop audience insights, informing approaches to audience acquisition and retention, in support of audience development strategies.
2. Work with the Music Programme Producer to develop new relationship marketing approaches through ambassador and loyalty initiatives.

Internship Scheme:

1. Provide technical guidance and some day-to-day task management to Digital Media Officer. Overall management of interns will be carried out by Music Programme Producer.

Personal Specification

Essential

- Good knowledge and passion towards a wide range of musical genres
- Experience with growing and developing defined audiences
- Experience of developing marketing strategy based on social media and ticket data
- Experience with social media platforms and backend advertising software (Twitter, Facebook, Instagram, Business Manager)
- Experience with e-mailouts and mailing lists
- Excellent written communication skills, ability to write succinctly and accurately to distinct audiences
- Experience of writing engaging and effective copy for advertising purposes
- Up to date knowledge and enthusiasm for new channels and approaches to marketing
- Good attention to detail - experience in proofreading and preparing accurate copy

- Computer literate, ability to use standard Office, Google and social media systems
- Experience with photo-editing and publishing software eg Canva, Adobe suite
- Excellent organisational skills with a flexible and can-do attitude and approach to work
- Ability to prioritise tasks independently, plan work day and report back on progress to management
- Ability to work effectively both independently and as part of a team
- Enthusiasm for safe working practice during Covid-19, and ability to adapt to new objectives quickly and professionally

Ideal

- Experience of marketing to audiences in the Classical, Folk, Contemporary and World music genres
- Experience with video editing software
- Ability to design and create visual content (ie posters, social media branding)
- Experience and enthusiasm for training and encouraging interns
- Experience with preparing copy and pagination for physical print

Job Details

Report to: Music Programme Producer

Hours: Day rate - 1 day per week with pre agreed schedule for Christmas and Easter closures. Work to largely be undertaken on campus but there is some flexibility to allow for remote work where required.

Contract period: October 2021 - Wk commencing 25th July 2022

Fee: A fee at the daily rate of £150 inclusive of VAT for the whole period plus travel expenses.

Application process:

Please send a CV and covering letter to concerts@sheffield.ac.uk .

Applications close 26th October 2021 at midnight. Successful applicants will be invited to an interview at the Octagon Centre, University of Sheffield at the end of October. Immediate start where possible.