

## The Midi Music Company

### Job Description

**Post:** PR & Marketing Coordinator

**Salary:** £30,000 (4-day week)

**Reports to:** Executive Director

#### **Key Duties:**

- To:
1. Promote The Midi Music Company (MMC) brand from local to global
  2. Coordinate press and media coverage in local, national and global markets
  3. Manage, coordinate, and distribute digital content for courses, seminars, and events
  4. Manage online crowd-funding campaigns
  5. Develop marketing strategies that engage and/or involve young people

#### **Summary of Responsibilities:**

1. Market and exploit The Midi Music Company brand to educational establishments, youth arts organisations, policy-makers, stakeholders and corporates.
2. Identify potential marketing partners who have a corporate and social responsibility to support socio-economically challenged children and young people, aligning relevant programmes to their criteria.
3. Develop beneficial marketing partnerships that contribute towards the ethos of MMC thereby raising the profile of our work.
4. Create press stories focussed on MMC's programme, producing regular press releases to local media, including Lewisham Life, Lewisham Ledger, Lewisham News Shopper + South London Press, educational publications, youth arts and music magazines, as well as blogs.
5. Create digital content for MMC's online platforms: Facebook, Instagram, SoundCloud, other relevant social networks and website.
6. Analyse digital data producing quarterly reports, which highlight the effectiveness of MMC's online profile, identifies strategies to increase audience engagement, ROI and provides an overview of our PR campaigns.
7. Actively increase on-line subscribers to MMC's YouTube channel, friends and likes on Facebook, and followers on SoundCloud, Spotify and Instagram, sustaining regular communication via mobile/WhatsApp and various digital platforms.
8. Establish and manage crowd-funding campaigns relevant to specific projects, including established and new initiatives, creating visual and text content with specific outcomes.
9. Produce, manage, update and review the PR & Marketing Strategy, creating SMART objectives, reporting to the Executive Director.
10. Advise and support the CICAS® members with their marketing strategies, providing them with practical frameworks to deliver their creative projects.
11. Liaise with graphic designers and printers to produce relevant promotional materials.
12. Contribute and attend internal and external meetings/events as required by the Executive Director.
13. Carry out all duties in accordance with the Company's policy documents and employment contract.