



Position: PR & Marketing Coordinator P/T [4 days per week]

To Apply for the Position:

The Person Specification is a picture of the skills, knowledge and experience needed to carry out the job. It will be used in the shortlist and interview process for this post. Only applicants that meet these requirements will be shortlisted. You should address these areas fully in your application form.

Please email a completed application form & covering letter to:

admin@themidimusiccompany.co.uk

Please **DO NOT** post applications **OR** email CVs.

Thank you for your interest in The Midi Music Company.

Job Specification

The Midi Music Company (MMC) is looking for a self-starter, energetic and inspirational communicator, who can tell the pioneering talent development charity's story, highlighting its work with children and young people for more than 30yrs.

You should be passionate about engaging audiences, targeting 11 – 30s, with an interest in supporting emerging talent, and working with members to profile their achievements, whilst promoting the charity's impact on its clients, students and members.

You will actively seek opportunities to build MMC's reach and engagement and grow its audience in order to increase recruitment and enrolment in the programme. You will set demonstrable targets and evaluate and analyse digital data, report and make recommendations as appropriate. You will also provide office admin cover, working alongside the Office Administrator, when required. The successful candidate will have excellent communication skills, effectively working with team members and external contacts.

You should have a minimum of 2 – 3yrs experience in working in PR and Comms, ideally within a Charity, but this is not essential. This is a 4-day week onsite role working within a small dedicated team of creative professionals.

Personal Specification

Essential:

- Administration, public relations and media experience within a professional working environment.
- Strong interpersonal skills with the ability to communicate effectively at all levels, internally and externally, and verbal and written competence.
- Knowledge of design terminology, with attention to detail and accuracy.
- Planning skills with a structured and methodical approach in order to manage a busy workload effectively.
- Must be proactive and structured self-starter able to work on own initiative.
- Time management and campaign planning experience.
- Awareness of Equality & Diversity, Environment, Health & Safety and GDPR regulations.
- Excellent IT skills and excellent working knowledge of Excel, Adobe Photoshop, InDesign and Microsoft Office 365.
- Ability to write fresh and lively copy for website, marketing copy, newsletters, news stories, press releases and blogs without the use of AI.
- Ability to manage content via MMC's WordPress website, using the Elementor platform, and grow web traffic and engagement by regularly updating and posting content and monitoring results.
- Experience of using CRM such as MailChimp for managing newsletter circulation.
- High levels of numeracy and literacy with excellent English oral and written communication skills.
- Knowledge of social media channels with the ability to manage and grow across various audiences, creating, developing and scheduling regular content and updates on Facebook, Instagram, LinkedIn, YouTube, Spotify, TikTok and other platforms as appropriate.
- Ability to monitor, analyse and interpret digital data, in order to produce important and effective reports.
- Ability to plan and create content and share across channels as appropriate, such as designing assets, images and graphics.

General:

- Keep all administrative systems up to date to ensure accurate and timely reporting of all marketing and communications activity.
- Follow and promote safe systems of work and observe health and safety regulations.
- Any other duties that may be required by Management to ensure the smooth running of the organisation within the small team.

- Successful candidates will require a DBS check, which can be completed on confirmation of job offer

Desirable but not required:

- Understanding of the creative & cultural industries.
- Understanding of the youth music sector.
- Understanding of the UK music business.
- Understanding of the arts in relation to government policy.
- Experience of crowd-funding campaigns.
- PR & Media qualifications or training equivalent to CIM's Certificate in Professional Marketing Level 4

Working Hours:

- Mondays and Tuesdays 9.30am – 5.30pm
- Wednesdays 10am – 6pm
- Thursdays 1pm – 9pm