

Marketing & Comms Exec: Music Education Council

Job Information	
Job Title	Marketing & Comms Exec
Employment status	Fixed-term (6 months), part-time contract, freelance.
Location	Working from home
Working Hours	Flexible 1 day per week. Short weekly catch-up meetings online with the 2 Co-Chairs

Position in Organisation	
Reports to	2 Co-Chairs of MEC
Responsible for	
Works in conjunction with	The Board of Trustees of MEC
Budget accountability	None

Overall purpose of the job
To grow MEC's audience and membership, particularly within under-represented groups and those with protected characteristics. To firmly establish MEC as an organisation with a core focus on equity, diversity and inclusion within music education in the UK.

Main Duties and responsibilities
<ul style="list-style-type: none">• Create and send regular emails to our contacts list and to grow the list of email subscribers• Manage and implement a social media strategy to build membership, communities and advocates for MEC and to drive traffic to www.musiceducationcouncil.org.uk and gain followers on our social platforms• Create and manage a schedule for MEC's comms, leading up to and particularly focussing on our in-person conference being held in November 2024• Build MEC's networks of organisations and individuals from the global majority and those who identify as disabled who have a connection to/work within the music education sector. <p>1. Create and send regular sales emails to increase Membership subscriptions and sign-ups for MEC events.</p> <ul style="list-style-type: none">• Plan the email schedule with the Trustees and Co-Chairs• Using the email marketing function in Wix – design, write and implement email campaigns with compelling calls-to-action to optimise engagement and drive traffic to the website to take specific actions <p>2. Create & implement a social media strategy to build membership, communities and advocates for MEC</p> <ul style="list-style-type: none">• Schedule and maintain activity across social channels (Facebook, X/Twitter and LinkedIn), creating online communities reflecting our segmented target audiences, with the aims of:<ul style="list-style-type: none">○ increasing visibility and traffic○ driving membership subscriptions○ Driving sign-ups for MEC events○ Positioning MEC as an organisation with a core focus on equity, diversity & inclusion within music education in the UK.

- Monitor and ensure that all comments or messages received on social channels are responded to in a timely fashion

3. Create and manage a schedule for MEC's comms

- Plan and manage a schedule of emails and social posts, ensuring that Trustees are aware when comms are going out so they can reinforce by sharing with their own networks
- Write, edit and collaborate with the Trustees on creating these as required.
- Set a clear schedule which will enable MEC to achieve its targets of number of delegates attending the in-person event later in 2024, and of increasing membership subscriptions.

Knowledge, experience and skills

Essential

- A creative and persuasive communicator with excellent writing skills
- Experience of using digital platforms
- Marketing or communications experience
- The ability to work on own initiative with good attention to detail
- A deep commitment to inclusion

Desirable

- Experience of creating communications/written articles on behalf of an organisation or business
- Experience of using an email service provider e.g. Campaign Monitor or Mail Chimp
- Experience of website updating using a Content Management System – could be Wix or similar
- Knowledge of the music education landscape
- Experience of working on Equity, Diversity and Inclusion within an organisation

Hourly rate & contract

The total value of the contract is £6,000. Hours are flexible to be negotiated but are likely to be approximately 1.5 days per week.

The role is for a freelance contract for an initial 6 months, with the potential to extend beyond that for up to 3 further months.