



MARKETING & COMMUNICATIONS MANAGER

RECRUITMENT PACK



ABOUT OI MUSICA



Oi Musica creates exciting outdoor performances, award-winning community programmes and street band music for all occasions.

Founded in 2011 to deliver music projects with social benefit, Oi Musica became a Community Interest Company in 2018. We are an ambitious, artist-led organisation based in East Edinburgh, working both nationally and internationally.

Our mission is to create high quality music experiences that broaden perceptions of what music is for, where it can be performed and who gets to play it. Our projects are vibrant and exciting, enlivening public space, welcoming musicians of all levels and finding common ground between players from different backgrounds. We are passionate about non-formal and collective music making, and our inclusive practice has developed over many years.

Oi Musica is a highly collaborative, motivated, and passionate organisation. Although small, we produce impactful projects, and have earned a reputation for excellence.

The Company

Oi Musica has 4 Co-Directors who share equal responsibility for legal and financial management. The company was founded by Co-Directors Olivia Furness (Exec Director) and Marcus Britton (Creative Director), who are employees working full time. They have worked as both artists and producers to drive and grow Oi Musica, and until this year, had shared all communications and company admin, to create and deliver our programmes of work.

In March 2024 we secured 2-year funding from Creative Scotland's Extended Programme Fund, enabling us to grow our core team and bring specialist skills into the company. In September we welcomed Paula Morgan to Oi Musica (part time Programme Manager, 3 days/week). We are excited to create a Marketing and Communications role, bringing further specialist skills into the core team.

This is an exciting time to join Oi Musica, as we enter a new phase of growth, implement our funded programme, review existing systems and look to create a long term strategy for the organisation. The role of Marketing and Communications Manager offers the opportunity to make a significant impact within an organisation delivering high-calibre work across Scotland and internationally.



OUR PROGRAMME OF WORK



Spanning live performance, artistic collaborations, festival programming, music education, participatory practice and community music, our range of work is broad. For the CS Extended Programme funding period, we have grouped it into 3 main areas of activity.

Our **Performance Programme** comprises both free outdoor performance and ticketed venue gigs. We are passionate about bringing music to streets and public spaces, and this is a focus through the Summer months. We are part of a European network of organisations specialising in participatory performance in public space, and our links with artists and organisations in Europe continue to provide both programming and artistic development opportunities. Our venue programme is an area we are actively developing, in order to complement our outdoor work, reach new audiences, provide new opportunities for artists, and generate all-important earned income.

Our **Participation Programme** includes ticketed courses and classes, such as Shunpike Social Club (6-week blocks of evening classes) and our Cuban Big Band project with Manchester's La Timbala (twice-yearly weekend workshops). We run an annual 8-week schools programme for Inverclyde Council and work with care-experienced children through East Lothian Council. The core of our work, however, is focused on Brass Blast - our multi-award winning youth project. Brass Blast welcomes 80 young people aged 9-18 across 3 sessions every week. It is a permanent programme, established in 2016 as a proactive response to the disproportionately low numbers of disadvantaged children taking up instruments across East Edinburgh. We stage around 12 Brass Blast performances each year.

Sector Training

Our approach to inclusive music practice has developed over many years. For the funding period, our contribution to supporting sector development will be focused on supporting our 15-strong freelance team, with an ambition to grow this area of our programme over time.



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ABOUT THE ROLE

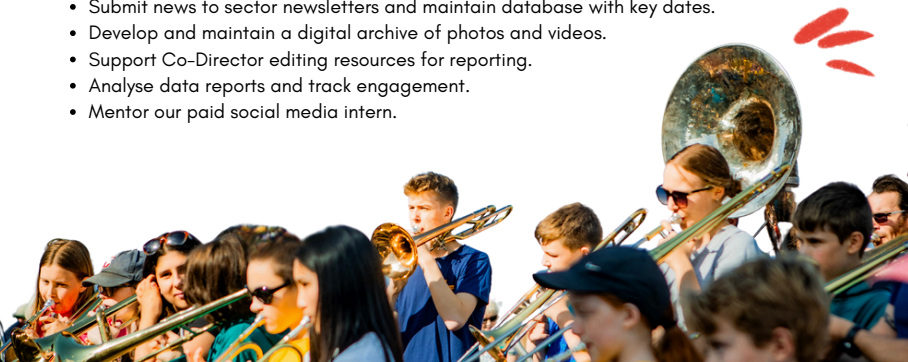


We are seeking an exceptional communications professional to join our small team. You will work alongside our Executive Director, Creative Director and Programme Manager to take responsibility for all public-facing communications. This will include marketing, box office, social media and website. Excellent design and copywriting skills are essential, and proficient video editing and content creation skills are also required.

This is a new role that will involve an initial set-up phase to update systems, catalogue existing photo & video archives and create efficient databases for moving forward. There is some scope to shape the role around your individual skillset and / or areas of interest.

Tasks & Responsibilities

- Manage Oi Musica's website, social media channels, external communications, digital archive, ticketing system and learning resource pages.
- Design and deliver marketing campaigns to drive ticket sales (for gigs, workshop events and blocks of classes).
- Create promotional materials including print and video content.
- Create content in line with Oi Musica's brand, values and ethics for Instagram, Facebook and YouTube.
- Remain up to date with current social media trends, evaluating their relevance for Oi Musica.
- Create, publish and update events on Humanitix (ticketing system), monitoring sales and responding accordingly.
- In collaboration with the Directors, write briefs for freelance photographers / videographers. Liaise with film makers right up to the final stage of an edit.
- Select / edit photos and videos captured by freelancers to post on social media / website / YouTube channel.
- Support the development of Oi Musica's communications and marketing strategy.
- Create newsletter and annual report templates to edit with text and images.
- Submit news to sector newsletters and maintain database with key dates.
- Develop and maintain a digital archive of photos and videos.
- Support Co-Director editing resources for reporting.
- Analyse data reports and track engagement.
- Mentor our paid social media intern.



PERSON SPECIFICATION



Essential Skills / Experience / Qualities

- Experience of working in a similar role for 5 years minimum.
- Experience of delivering marketing campaigns and strategies for an arts organisation.
- Excellent written and verbal communication skills.
- Experience of managing multiple social media platforms, creating content and staying up to date with current trends.
- Design skills with a keen eye for detail.
- Experience of working with image and video editing software.
- Experience of managing and updating website (we use MODX).
- Experience of designing and running marketing campaigns to drive ticket sales.
- Skilled in content creation, ideally for a musician / band / music organisation.
- Experience of developing and implementing marketing strategy.
- Ability to understand branding and to translate this to different audiences / stakeholders.
- Highly organised with meticulous attention to detail.
- A passion for community and youth arts.
- Ability to prioritise workload effectively.
- A creative and collegiate approach to problem-solving.
- Experience of collaborating across a team to meet shared goals.
- A positive and proactive approach to your work.
- An understanding of best contemporary practice in marketing and communications.
- Experience of managing external suppliers and contractors, e.g. photographers

Desirable Skills & Experience:

- Experience writing press releases and managing media relations
- A passion for music as a powerful tool for social change
- A degree/ qualification in marketing
- Experience mentoring young people



WHAT WE CAN OFFER



Start date	Immediate start preferred and no later than 5th March 2024
Location	Hours to be split between remote working and Oi Musica's office. Address: Tribe Party Co-working, 19-21 Windsor Place, Edinburgh EH15 2AJ
Hours	2 days a week (15 hours). Days to be agreed with Directors. Potential for flexible work patterns to be agreed with the Directors.
Salary	£32k FTE - pro rata £12,800 gross per annum
Leave	Statutory paid annual leave of 28 days pro rata including public holidays, ie. 11.5 days
Pension	3% employer pension contribution
Contract	12-month fixed term contract with a 2 month probationary period

How to apply

Please submit:

- Your CV
- A cover letter of no more than 2 pages demonstrating your relevant qualities, experience and skills.
- The application form which you can download via Oi Musica's website www.oimusica.co.uk/job-vacancies

Please email to your application to programme@oimusica.co.uk with the subject title 'Marketing Communications Manager'

Deadline for applications is 5pm on **Tuesday 4th February 2025**.


Interviews will take place online on **Monday 17th February 2025**.

Oi Musica is committed to diversity and challenging all forms of inequality. We encourage applications from those that are underrepresented within the sector, and within our organisation, including those who identify as disabled, LGBTQI+, minority ethnic and migrant.

If you require this information in another format or require reasonable adjustments to the recruitment process please contact us to discuss your application.

You can learn more about Oi Musica on our website: www.oimusica.co.uk

If you have any questions about the role, please email programme@oimusica.co.uk



Oi Musica

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exciting education programmes and
street band music for all occasions**

