



Communications and Digital Marketing Coordinator - Jazz South

About Jazz South

Jazz South is an Ambition for Excellence Arts Council funded programme pioneering jazz development across the South of the UK outside of London. Our programmes engage jazz practitioners including artists, promoters, festivals, venues and educators and we strive to amplify ambitious work across the region, and work in partnership regionally/nationally to create opportunities.

The programme is led and hosted by [Turner Sims Southampton](#), one of the country's leading concert venues with a renowned promoted series comprising classical music, jazz, world music and folk, presented by international artists and groups along with rising stars. Turner Sims is part of the University of Southampton, and an Arts Council England National Portfolio Organisation.

Jazz South's aims are to:

- Support artist talent and ambition
- Strengthen connections
- Support improved and sustainable jazz practice
- Nurture the next generation

View our funding press release here: <https://jazzsouth.org.uk/2018/03/arts-council-england-ambition-for-excellence-funding-awarded-for-jazz-south/>

Jazz South comprises a [small team](#) overseen by the Turner Sims Strategic Board.

About the opportunity

Jazz South is seeking a passionate and experienced professional to take on a key role within the team in the development and implementation of our Communications and Digital Marketing Strategy and to coordinate the promotion of our projects up to March 2021. The role will involve developing our digital strategy, devising and co-ordinating communication and content via our website (www.jazzsouth.org.uk), databases and online platforms, in order to generate as wide a profile and audience for our work as possible and achieve the greatest impact.

Jazz South is a jazz development programme servicing the south of England (excluding London), led and hosted by Turner Sims, nationally renowned concert hall and live music-producing organisation. The three-year programme is funded by the Arts Council's Ambition for Excellence scheme. Turner Sims is also an Arts Council Funded NPO (National Portfolio Organisation), and part of the University of Southampton

Key areas of the programme to March 2021

- **Series of commissioning schemes:** profiling jazz artists at all career stages from the South including those on our [Platform South scheme](#). Commissions will be pre or live recorded (as appropriate), broadcast and archived via digital platforms.
- **Strategic partnership projects:** supporting co-promotion of digital and/or socially-distanced jazz projects delivered by local partnerships across the region.
- **Sector development and support opportunities:** online networking, development and training opportunities, including a national project in partnership with [Jazz Promotion Network](#)

Key duties will include:

- **Communications and Digital Marketing Strategy:** develop and coordinate an ongoing strategy with the aim of increasing and broadening stakeholder engagement with Jazz South programmes and digital presence to March 2021 (in collaboration with the Strategic Lead and Jazz South Manager).
- **Jazz South website:** proactively update events, news stories and resources, and monitor engagement; explore opportunities to enhance our online resources; source information and images required, using Photoshop, Canva (or other) to crop.
- **Monthly e-newsletters:** manage mailing lists; create and schedule monthly e-newsletters (and additional postings as required) for subscribers via MailChimp.
- **Social media platforms:** run Jazz South's Facebook, Twitter and Instagram profiles, sharing relevant industry content, generating visual and written content to promote Jazz South programmes, and amplify areas of ambitious and innovative work taking place across the Jazz South region. Undertake research to target relevant audiences (core and new) to improve engagement with Jazz South and our projects. Explore other social media/digital platforms that may offer effective engagement. Use Hootsuite to schedule postings.
- **Marketing and promotion campaigns:** create and deliver marketing and promotion plans for our key programmes, including:
 - coordinating timelines for each marketing campaign updating Jazz South records
 - creating visual and written content/artwork for online and print marketing material (as appropriate)
 - commissioning and briefing video trailers and project films (as required)
 - coordinating social media promotion and advertising, scheduling posts and digital assets at optimum timings
 - organising print and other collateral/assets (where relevant)
 - writing and issuing media releases to promote Jazz South to jazz/music, national and regional media
 - updating website and social media with event listings and news
 - liaising with relevant contacts at venues/festivals etc. (for live recordings/broadcasts) and with artists to outline target audiences and collaborative marketing plans
- **Management of marketing budget:** in conjunction with the Jazz South Manager.
- **Coordination of event promotion (live or digital as appropriate):** promote online, handle media awareness and ensure coverage of events on social media; advertise where required (in print or online); co-ordinate media and broadcast partners to distribute Commissions projects online.
- **Reporting:** oversee dissemination of surveys for events/online resources and input results; keep record and report on social media, website and e-newsletter analytics to improve activity. Provide Communication and Digital Marketing reports for relevant project partners and funders.
- **Support and delegate work to Communication and Digital Marketing Assistants**

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Experience and skills required

The successful candidate will have a track record and proficiency in the following:

- Developing and delivering marketing strategies (ideally within the jazz, wider music or cultural sector)
- Brand development and raising profile
- Application of digital analytics and audience data to inform marketing strategies and activity
- Growing digital engagement through imaginative and accessible campaigns
- Creating, coordinating and scheduling written/visual content and events across a range of social media, broadcast music, video and podcast platforms
- Keeping abreast of evolving new technologies in marketing
- Promoting projects (ideally cultural) in collaboration with stakeholders and to the press at within national, regional and local level
- Excellent written and verbal communication skills
- Ability to take initiative while working collaboratively within a remote team

Reporting

This is a home-working role and we welcome applicants taking a flexible approach to work days, either agreeing set times per week or another arrangement that suits work/ life commitments and the work-flow needs.

This post will report to the Jazz South Manager and liaise via weekly virtual meetings, other regular contact as required (phone/email/virtual meetings) and updating on projects via Slack/Asana.

This is a fixed-term, part-time post to **Friday 26 March 2021**.

Closing date for applications: Friday 26 June

Interview: week commencing 06 July 2020 (via Zoom)

If you would like to ask any questions about the role please contact Tamsin Mendelsohn, Jazz South Manager at manager@jazzsouth.org.uk