



## JOB DESCRIPTION

<b>JOB TITLE:</b>	Marketing & Communications Coordinator
<b>DEPARTMENT:</b>	Marketing & Communications
<b>REPORTING TO:</b>	Head of Marketing & Communications
<b>LOCATION:</b>	London
<b>SALARY:</b>	£28,000 - £30,000 DOE
<b>START DATE:</b>	ASAP
<b>CONTRACT TYPE:</b>	1 year fixed-term contract with the potential for renewal
<b>HYBRID WORKING:</b>	We offer a flexible and remote working policy. Core office days are Mon & Tue, subject to change.

### About Serious

This is an exciting opportunity to join one of the UK's leading producers of live jazz and international and new music events. Working with artists and partners from all over the world, we create world-class festivals, concerts, tours and special events including the EFG London Jazz Festival, the UK's largest annual celebration of jazz. Beyond the EFG London Jazz Festival, we produce festivals throughout the year (such as Between The Lines, a celebration of cutting edge music), provide programming consultancy, and produce a rich year-round programme of Creative Engagement and Talent Development projects.

### The role

This exciting new role is responsible for coordinating the MarComms for our shows, festivals, and creative engagement and talent development programmes, reporting to the Head of Marketing & Communications. This will involve coordinating campaigns with internal and external partners, alongside delivering impactful email communications and managing our social media accounts. The successful candidate will be a creative communicator, comfortable managing multiple projects with competing timelines, working across the marketing mix.

### Job purpose

To support the Head of Marketing & Communications in delivering all aspects of the MarComms strategy and campaigns. Responsible for coordinating and delivering campaigns, email marketing, and Serious' social media presence. The role will work collaboratively with the MarComms team to devise creative campaign and content ideas. There is scope to make the role your own and bring new perspectives and ideas.

## Main responsibilities

### Coordinating Campaigns

- Deliver varied campaign activity across the marketing mix, supporting the Head of Marketing & Communications
- Work closely with our external partner venues to coordinate campaign activity
- Lead on integrated campaigns for our creative engagement and talent development programmes, working closely with internal colleagues from the Creative Engagement and Programming departments
- Work with the Head of Marketing & Communications to define audiences for each campaign
- Concept and brief creative content ideas for campaigns where appropriate
- Monitor, evaluate and report on campaign activity
- Manage and track campaign marketing budgets

### Social Media

- Manage the Serious social channels: Facebook, Instagram, Twitter, LinkedIn, YouTube
- Grow the Serious community across channels through regular, timely posting and joining relevant online conversation
- Plan and maintain a social media editorial calendar
- Monitor and report on social campaigns, producing regular social media reports for internal insight and external partners
- Develop creative, on-brand content ideas that work through the line
- Copywriting for social channels

### Email Communications

- Responsible for managing our MailChimp account, ensuring it remains up to date and GDPR-compliant
- Plan, create and deliver all email marketing campaigns
- Proactively suggest email campaign ideas to promote all aspects of our work and engage our mailing list subscribers
- Segment audiences appropriately, producing targeted mailing lists to support campaigns
- Identify opportunities to grow our mailing list

### Other

- Cultivate excellent working relationships with partner venues, co-producers, artists, and other external partners
- Update the Serious website with new shows and news items
- Arrange marketing film and photography shoots as required, working with the Production Department
- Remain aware of the wider business goals and strategies, and ensure the Marketing & Communications Department is supporting these effectively
- Attend team meetings and ensure the team remains aware of relevant information and campaign insights
- Be aware of, and comply with, rules and legislation pertaining to data security and GDPR
- Undertake any other reasonable duties as specified by the Head of Marketing & Communications

- Some evening and weekend work will be necessary to facilitate events – time off in lieu will be agreed in discussion with your line manager

### Desirable experience

- Experience managing launch campaigns for events and/or live entertainment
- Familiarity with ticketing processes for live events
- Experience managing and updating website content
- Experience of performance marketing using Facebook Ad and Google Ad platforms
- Experience of working cross-departmentally, particularly with Programming, Production, Development, and Learning teams

### The ideal candidate will...

Love what they do and have a strong and genuine interest in marketing and communications.

Love our work as much as we do; the ideal candidate will have a passion for music and fully understand and believe in our purpose.

Be an ambitious and creative thinker.

We are a small team, so we're looking for someone who is keen to participate in the life of the company and willing to pitch in on projects as necessary.

### Other information

This is a 1 year fixed-term contract with the potential for renewal, based at Serious' office in Clerkenwell, London where you will be required to work. You will be given desk space and equipment at Serious' office. There may be flexibility to spend part of your time working from home as part of a discussion with your line manager. Office hours of work are between 10am to 6pm, but because of the nature of the organisation, the role would be expected to undertake some additional evening and weekend work. Time off in lieu for evening work will be agreed in discussion with your line manager.

Holiday entitlement is 25 days paid holiday per year (plus bank holidays), inclusive of 5 days which must be taken during the Serious office closure period for Christmas and New Year (the 5 days are over and above any public holidays in the Christmas and New Year period).

During your term of employment with Serious, you may not directly or indirectly engage in any activity competitive with the company's business interests.

Serious is committed to equal opportunities in recruitment and employment, and embraces diversity of all kinds. We are keen to create a work force that is representative of wider society and inclusive of all ethnicities, nationalities, socio-economic backgrounds, gender identities and physical and neurological abilities. Jobs are appointed on merit.