

Sinfonia Cymru



Marketing Assistant
Recruitment Pack
February 2024

“I had a wonderful time working with the players and was impressed by how aware and musically generous they are. It gives me hope that we will get a good wave of players into the older professional ensembles and we can start to change the culture for the better”

Rakhi Singh, guest co-director, *The Singh Sisters*, Sep 21

“The orchestra is unbelievably friendly and allows for so much creative input from the players. Programming always has an interesting angle and we are encouraged to come up with ideas for projects.”

Amy Roberts, Oboe, co-producer of *Players' Picks*, May 21

“The biggest thank you to you all for making last night happen and for giving us the freedom and opportunity to create it. It was quite a dream come true and really felt like we were a big family. I felt truly blessed! I also couldn't think of a better way to end my time as a player in the orchestra.”

Simmy Singh, co-director, *The Singh Sisters*, Sep 21

“Thank you so much for inviting me to lead the Curate project. It has been an absolute highlight for me, and I really appreciate all of your help, support and trust in what was a new step for me as an artist...I hope to further develop these ideas, exploring other subject matters, as I really enjoyed the format and experience of curating.”

Delia Stevens, curator of *AlgoRhythms*, Dec 19

“One of my favourite things is how everyone is encouraged to contribute to the musical discussion. All opinions are valued in both chamber and orchestral settings which is really refreshing.”

Deni Teo, Cello

“I just wanted to say thank you for the great opportunity to curate my own music. The experience has opened up new paths and I definitely feel I would like to do this as an integral part of my music life.”

Abel Selaocoe, curator of *MotherTongue*, May 2019

“Without doubt my favourite thing about working with Sinfonia Cymru is that it feels like such a collaborative environment. There's not one voice we have to agree to and follow – it feels like every player is equally valued and respected. I also love how diverse it is, each project is unique and that makes it so rewarding for us as players, as well as regular audience members.”

Carys Evans, Horn

“There is an incredible culture at Sinfonia Cymru that exists across the players and the management; everyone has a can-do attitude and a generous spirit. This has a direct and quite special effect on the music-making.”

Caroline Pether, former Leader

Introduction

This pack provides information about Sinfonia Cymru, to help you decide whether to apply for the role of Marketing Assistant. You can find more general information on our website, social media outlets and our YouTube channel.

We welcome applications from candidates from all backgrounds, and, in particular, those that are under-represented in the arts and culture sector. A large print version of this recruitment pack is available; if you require another accessible format please contact us at caroline@sinfonia.cymru.

About Sinfonia Cymru

Sinfonia Cymru occupies a unique space in the music sector. We are an 'under 30s' orchestra, dedicated to supporting the early careers of outstanding young professional musicians. Through this, we provide exceptional-quality musical experiences for people living in Wales and beyond.

We like to challenge the status quo. Sometimes we're an orchestra in the traditional sense, ranging in scale from string ensemble to full symphony; at other times, we work with smaller groups of players to provide intimate performances in a variety of styles. This results in a range of work that includes chamber orchestral and string ensemble programmes, chamber music recitals, cutting-edge contemporary music, cross-genre projects, and projects with, and for, schools. For some events we experiment with concert formats and non-traditional venues.

We work openly and collaboratively with our musicians, giving them opportunities to explore their creativity, broaden their musical influences, and contribute their ideas. We know from feedback that this approach is valued by the players and is not something that they are used to in orchestras that are managed more traditionally.

We are very grateful to receive support from our key stakeholder, the Arts Council of Wales on behalf of Welsh Government; without this we would not be able to operate. This public funding investment, alongside other valued support from private Trusts and individuals, enables us to play our role in ensuring a vibrant future for classical music in Wales.

Vision, mission, values, and strategic objectives

Vision

OUR LONG-TERM ASPIRATION FOR CLASSICAL MUSIC IN WALES

- Our vision is that everyone in Wales will have the opportunity to access classical music and that far more people, from a diversity of backgrounds, will participate in, be inspired by, and attend classical music.

Mission

OUR PURPOSE, THE TWO DRIVERS FOR EVERYTHING WE DO

- We are dedicated to championing outstanding young professional musicians from across the UK and supporting them in the early stages of their careers to give them the very best start. Through this, we will provide exceptional musical experiences for audiences and participants across Wales.

Values

THE VALUES THAT UNDERPIN OUR WORK

- We love making music together and we communicate this spirit to our audiences – that's why our performances are so special.
- We work together in an open, inclusive and collegiate way – we don't create barriers and we respect everyone's views.

Strategic principles

THE GUIDING PRINCIPLES THAT HELP US DELIVER OUR MISSION

- We will maximise the number of performance opportunities that we provide for our players, ensuring a wide range of activity for them and for audiences.
- Some elements of the programme will be player-led, encouraging musicians to contribute programme ideas and giving them the chance to create innovative performance strands.
- We will also seek out opportunities to work with musicians from other genres, giving players the opportunity to work outside the standard classical framework.
- Aspects of our programming will challenge the status quo – while there will still be performances presented in a traditional classical / orchestral way, we will also experiment with formats that challenge the traditional classical music approach, finding new ways to make classical music meaningful to a broader and more diverse audience.
- We will take our music to rural as well as urban centres, working responsively with local advocates over the longer term so we become embedded within the communities to which we tour. During the life of this plan, we will achieve a significant increase in the amount of work delivered in rural locations.
- We will explore ways in which we can increase our inclusivity, including through artistic collaboration, recruitment of new players, innovative ways of working, and audience development.
- We'll tackle perceptions of classical music as being 'not for people like me' and ensure our performances are accessible. We'll keep our ticket prices low, and we'll communicate in an open and engaging way, using non-specialist language. We'll encourage artists to communicate with the audience during our performances.

Job description

The team

The Marketing Assistant will work closely with Heulwen Davies, who is our Marketing Consultant, working through her company Llais Cymru. Other members of the team are: Caroline Tress, Chief Executive; Tammy Daly, General Manager; Joseph Evans, Concerts and Projects Manager; Becky Mercer, Communities Co-ordinator; Simmy Singh, Creative Associate.

Key purpose of the role

To work with the Marketing Consultant to implement marketing plans in order to achieve the best possible audiences for our performances. To build awareness for Sinfonia Cymru and our work through general marketing, including social media, website and press. Written and spoken Welsh would be very useful for this role but is not an essential requirement.

Main tasks

The Marketing Assistant will provide support in a number of areas, including:

Social media

- Uploading content to Instagram, Facebook, X, and maintaining the YouTube channel
- Create some content including basic editing of video and audio

Website

- Uploading and updating content
- Putting performances on sale
- Creating posts
- Keeping the site up to date by refreshing content

Print & Traditional Marketing

- Help to organise print materials, including assembling copy, proof-reading, some basic design and/or liaising with designer
- Ordering print
- Organise leaflet distribution, including researching bespoke outlets
- Liaise with other venues/groups to agree reciprocal marketing – e.g. exit leafleting or programme slipping

Press

- Promote performances in local listings & in the press by sending press releases, pictures, media clips

Mailing list

- Keep the mailing list up to date and send regular mailouts using Mailchimp
- Help to increase the number of subscribers

Audience development

- Help to target specific groups to attend our performances on a local level, including working with partners.

Ticket sales

- When needed, set up online sales through Ticket Source or a similar service
- Monitor ticket sales weekly by collecting data from venues

Media Library

- Maintain a digital library of media assets including photos, audio and video materials, logos

Research & data collection

- Carry out audience and other research and collate responses
- Maintain a simple database of programme / audience / participant data for future use
- Extract sales, performance and social media data for the Arts Council of Wales' twice yearly data survey
- Maintain an archive of printed materials for each performance and project.

Programmes

- Help to produce concert programmes, working with the Marketing Consultant and the Concerts and Projects Manager

Rehearsals and performances

- Help support the team with front of house duties such as greeting audience members, handing out programmes, taking donations
- Help with any events such as press drinks, guest receptions
- Document events by taking photos and basic videos for sharing on social media

Translation

- Carry out some Welsh-English translation and/or work with a translation service for larger items

Other admin tasks

- In addition to the marketing function, the role also provides support for other team members and helps to keep the administrative side of the organisation running smoothly. This includes a range of admin tasks, such as: researching/booking meeting rooms, managing subscriptions, hotel and travel bookings for artists, maintaining admin processes.

Person Specification

We welcome applications from anyone, irrespective of background, particularly those that are currently under-represented in the arts sector. The ideal candidate will have some or all of these characteristics, skills or experience:

Experience, competencies and skills	Essential	Desirable
Education and Qualifications		<ul style="list-style-type: none"> • Degree or equivalent in Marketing and/or Music
Experience	<ul style="list-style-type: none"> • Experience of software products including Office 365, and the ability to confidently learn new software • Some competence in basic video and audio editing (for social media) and knowledge of software for this • Experience of managing social media channels and websites • Ability to work to deadlines, sometimes under pressure 	<ul style="list-style-type: none"> • Content creation tools such as Canva and/or the Adobe suite • Email campaigns, including using Mailchimp • Understanding of using digital tools including CRM platforms such as Ticketsource and website CMS Interfaces such as Wordpress
Skills and knowledge	<ul style="list-style-type: none"> • Excellent standard of spoken and written English. • Interest and knowledge of classical music and the arts • Attention to detail, especially proof-reading 	<ul style="list-style-type: none"> • Ability to speak and write in Welsh • A good eye for design • An understanding of data analysis for the purposes of informing marketing, understanding audiences and driving revenue
Personal qualities	<ul style="list-style-type: none"> • Good organisational skills • Good interpersonal skills – able to engage with people of different ages and backgrounds • Willingness to learn new skills through both formal and on-the-job training • Flexibility and willingness to work additional hours (including evenings and weekends on tour) when required 	

Salary and conditions

This is a part-time role of 3 days a week at a salary of £12,900 per annum (based on a Full Time Equivalent salary of £21,500 per annum). We are a small organisation and operate a flexible work environment, and offer a hybrid of homebased working and working from our local Hafan hubs in Newport, Vale of Glamorgan and Aberystwyth (where our Marketing Consultant is based).

Holiday entitlement will be pro-rated based on a full time equivalent of 20 days plus bank holidays (8). Based on the rehearsal and performance schedule, the role requires regular weekend and out of hours working, and some short periods away from home. The company does not provide overtime but does offer time off in lieu.

Application process

Applications should be sent by email to caroline@sinfonia.cymru. Please provide a CV, plus a written application of no more than two additional pages expressing your interest in the role and what you feel you can bring to Sinfonia Cymru. The written application should be presented in either Welsh or English. The full application should be provided in a single PDF file.

The deadline for applications is midday on 6th March. Shortlisted applicants will be invited to interview on 13th/14th/15th March. We would like the successful candidate to start ASAP.