

Sinfonia Cymru



Marketing Assistant Recruitment Pack

February 2026

"Being part of the Sinfonia Cymru team has been a brilliant experience. With so much creative activity being programmed, my marketing work has always been varied and engaging. I've had the opportunity to develop my marketing skills across a wide range of areas, including social media and website management, print design, ticket sales, and venue liaison.

As an orchestra for under 30s, the projects and collaborations are always fresh, relevant, and boundary-defying — this is what made working at the organisation so exciting, alongside the people themselves! The team are a lovely group of people, all deeply passionate about bringing high-quality, authentic musical experiences to audiences across the length and breadth of Wales."

Ella Roberts, current Marketing Assistant

"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, Oboe

"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, Percussion

"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, Cello

"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, 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 Orchestra 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 are they are used to in orchestras that are managed more traditionally.

We are very grateful to receive support from our key stakeholder, Arts Council 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.
- Most 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 John Holmes, our freelance Marketing Strategist, and Heulwen Davies, who is our freelance Marketing Consultant. Other members of the team are: Caroline Tress, Chief Executive; Joseph Evans, General Manager; Kathy Clarke, Concerts and Projects Assistant; Becky Mercer, Communities Co-ordinator; Simmy Singh, Creative Associate and Haim Choi, Leader.

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 and website. 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

- writing social media posts and creating content, including basic editing of video and audio
- uploading content to Instagram and Facebook and maintaining the YouTube channel.

Website

- uploading and updating content
- putting performances on sale
- creating posts
- keeping the site up to date by refreshing content

Print & Traditional Marketing

- helping to organise print materials, including assembling copy, proof-reading, some basic design and/or liaising with designer
- ordering print
- organising leaflet distribution, including researching bespoke outlets

Mailing list

- keeping the mailing list up to date and send regular mailouts using Mailchimp
- helping to increase the number of subscribers.

Audience development

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

Ticket sales

- when needed, setting up online sales through Ticket Source or a similar service

Media Library

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

Research & data collection

- maintaining a simple database of programme / audience / participant data for future use
- maintaining an archive of printed materials for each performance and project.

Programmes

- helping to produce concert programmes, working with the Marketing Consultants and the Concerts and Projects Manager, and a freelance designer

Rehearsals and performances

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

Translation

- carrying out some Welsh-English translation and/or liaising with Welsh-English translation services to ensure marketing materials are bilingual

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.

Characteristics

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:

We are looking for someone with a passion for music and a keen eye for detail. We don't necessarily expect you to have experience in all of the tasks below – we are lucky to have two experienced Marketing Consultants who we work with regularly, who can offer training and guidance.

| Experience, competencies and skills | Essential | Desirable |
|-------------------------------------|--|---|
| Education and Qualifications | | <ul style="list-style-type: none"> ● Work, volunteering or study related to 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 in and knowledge of classical music and the arts ● Attention to detail, especially proofreading | <ul style="list-style-type: none"> ● Ability to speak and write in Welsh ● A good eye for design |
| 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 | <ul style="list-style-type: none"> ● Driving licence and access to a car |

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| | <ul style="list-style-type: none"> ● Flexibility and willingness to work additional hours (including evenings and weekends on tour) when required ● You will be based in Wales, and able to attend performances regularly as required in Wales | |
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Salary and conditions

This is a part-time role of 3 days a week at a salary of £14,400 per annum (based on a Full Time Equivalent salary of £24,000 per annum). We are a small organisation and operate a flexible work environment, and offer a hybrid of homebased working and working from venues to which we tour all over Wales.

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 10am on 5th March. Shortlisted applicants will be invited to interview on 11th/12th March. We would like the successful candidate to start asap.