

Job Description

Design & Digital Officer, Chetham's School of Music & The Stoller Hall



Starting salary: c. £22,000 pa pro rata

Responsible To: Marketing and Communications Manager

Hours of work: 17.5 hours per week

Holiday Allowance: 20 days per year/bank holidays (Pro-rata)

Notice Period: 1 month

CONTEXT:

Chetham's School of Music is the UK's largest specialist music school, offering an unparalleled music and academic education to 300 of the world's finest young musicians. The Stoller Hall opened as part of Chetham's in 2017, an intimate chamber music venue offering an exceptional acoustic for professional concerts and student performance. The Marketing and Communications team is responsible for increasing public awareness of Chetham's, from prospective students to new audiences, donors, and event promoters.

HOW TO APPLY:

To apply for this role, please complete and return the Application Form available from the Chetham's School of Music or Stoller Hall websites (www.chethams.com).

Alongside your application form, please provide:

- Link/s to recent examples of your design and digital work, including at least two examples of print publications and two of digital content
- A concise summary of the brief and context behind two of these recent projects

Hard copies may be sent by post to Bryony Bell, Marketing & Communications Manager, Chetham's School of Music, Long Millgate, Manchester M3 1SB. Originals will be returned on request at interview or after shortlisting.

PURPOSE:

The Design & Digital Officer will ensure that the School and Stoller Hall are represented to the highest possible standard in print and digital marketing materials. With the ability to think creatively and collaboratively, s/he will take a lead on producing print, video and social media content, and for promoting quality and consistency of branding across the organisation. With proven experience of successful marketing promotions in a range of formats, s/he will have an understanding of different audiences, from young children and their families to high profile individual supporters, an ability to develop and present design ideas to senior managers, and a willingness to work proactively to improve and expand the use of digital tools across the organisation.

KEY RESPONSIBILITIES:

The Design & Digital Officer will:

1. Design digital artwork for print publications including the Events Guide, flyers, posters and school prospectus using Adobe Creative Suite software (currently working with CS6);
2. Maintain design templates and guidelines for programmes, flyers etc produced by other members of the team;
3. Edit still images, audio and video content to showcase the school and Stoller Hall programme;
4. Proactively create and engage with new formats for presenting the organisation on social media;
5. Support the wider Marketing team in directly uploading content to the website (via Wordpress), digital signage and social media;
6. Liaise - directly and via the Marketing Manager - with stakeholders including the Development Manager, General Manager of The Stoller Hall, Principal and Director of Music to develop, present and revise design ideas within print deadlines;
7. Liaise directly with professional printers to ensure high standards of production for the best possible value;
8. Ensure that all design work remains in line with the organisation's wider brand strategy, identity and standards and that appropriate consent and permissions are gained for all imagery and content used.

GENERAL RESPONSIBILITIES

The Digital & Design Officer will:

1. Promote Chetham's in a positive and professional manner at all times;
2. Display a flexible "can do" approach which will enhance Chetham's wider reputation;
3. Operate in accordance with Chetham's policies and procedures including, in particular, Chetham's Child Protection and Safeguarding Children Policy Statements (see separate document);
4. Undertake any training necessary to meet the requirements of the post;
5. Adopt a flexible approach to working hours as required by the business;
6. Undertake any other duties, relevant to the post holder's skills, which may, from time to time be deemed necessary;
7. Be open to new ideas, understand the need for change and be willing to adapt;
8. Be aware of the issues of equality and diversity, understand and be sensitive to cultural differences;
9. Be responsible for his/her personal presentation, health and physical fitness;
10. Maintain a high level of attendance;
11. Take all possible steps to ensure a safe working environment for self and others.

CHILD PROTECTION AND SAFEGUARDING CHILDREN

As a post holder I recognise my responsibility to promote and safeguard the welfare of children and young people for whom I am responsible, or with whom I come into contact. I will adhere to and ensure compliance with Chetham's Child Protection and Safeguarding Policy and related documents (available at www.chethams.com) at all times. If, in the course of carrying out the duties of the post, I become aware of any actual or potential risks to the safety or welfare of students at Chetham's, I have a duty to follow the reporting routes and to report any concerns to the Designated Safeguarding Lead or to the Head.

Our Policy and Procedure is in line with national directives and must be adhered to by all staff. Chetham's is committed to the development of good practice and sound procedures. We will always endeavour to fulfil our duty to challenge or intervene in order to protect all students at Chetham's. Concerns and referrals will be handled in a sensitive and professional manner which will support the needs of students and staff. Chetham's recognises the contribution it can make to protect and support students.

I agree that I have read and understood the attached job description.

Employee's name

Employee's signature

Date.

**PERSON SPECIFICATION:
DESIGN & DIGITAL OFFICER,
CHETHAM'S SCHOOL OF MUSIC AND THE STOLLER HALL**

Essential

1. Professional experience of print design work, preferably within an arts and/or education context;
2. Comprehensive knowledge of Adobe Creative Suite including Photoshop, InDesign and Illustrator;
3. Experience of digital content production including video and audio editing;
4. Excellent knowledge of available software and tools for video and audio editing and production;
5. Contemporary and creative approach to digital marketing including social media, with an understanding of new platforms, formats and trends;
6. Excellent communication skills, with a proven ability to respond to stakeholders at all levels of the organisation, and with external partners, in developing, presenting and completing a brief;
7. A proven commitment to excellence and attention to detail in his/her own work and in implementing high standards across a wider team;
8. Highly organised and motivated, able to work to multiple deadlines and to prioritise workloads calmly and effectively;
9. Willingness and ability to drive digital adoption across the organisation, promoting new tools and systems to raise standards and improve efficiency;

Desirable

10. Experience/understanding of digital and social media marketing;
11. Experience of audience analytics and campaign tracking;
12. Basic knowledge of html;
13. Experience of working in an arts/live music venue, and/or of working with young people;
14. Understanding of consent and copyright laws in the use of photography, video and audio content.