

# ENGLISH FOLK DANCE AND SONG SOCIETY



## Marketing & Communications Manager

### BACKGROUND INFORMATION

The EFDSS is a national folk arts development organisation. It is multi-faceted being a membership society with nearly 4000 members, an arts venue (Cecil Sharp House), an education, training and development agency, a publisher, an advocate and lobbyist, and the custodian of the Vaughan Williams Memorial Library, which is the only dedicated folk arts library and archive in the UK.

The Society is going through a major period of change. It was reviewed and restructured in 2007 with the objective of re-positioning itself as the leading folk arts agency in England. This restructuring resulted in the creation of a senior management team comprising a Chief Executive and four Heads of Departments – Library, Education, Marketing and Operations. The Library Director is the longest serving member of this team with the Chief Executive, Education Director and Marketing Director joining in February 2008, July 2008 and September 2009 respectively.

To meet the aim of reviving the Society we are increasing and diversifying our activities to bring the folk arts to a wider public. During the past two years the Society has:-

- Received £154k grant from the Heritage Lottery Fund for a major archiving and national outreach project using six of the song collections in our archive (*Take Six* project).
- Introduced its own regular programme of events at Cecil Sharp House including *The Irrepressible Tradition* music season, showcasing the best new talent on the folk music circuit.
- Worked with partners to produce events eg Mary Neal Project, National Gallery, Sadler's Wells, BFI, Miles of Smiles.
- 'EFDSS on the Move' – supporting programmes at the Cambridge, Sidmouth and Furness Folk Festivals, summer 2009.
- Introduced a family friendly programme of events.
- Invited external programmers - BBC 3 broadcaster Verity Sharp is curating a day of activities and an evening concert to celebrate Apple Day in October.
- Developed a visual arts programme.
- Developed a professional development programme including the appointment of an artist-in-residence post (visual artist) and run a choreographic project for professional choreographers on Morris and contemporary dance forms.
- Expanded our education programme and is developing opportunities for training teachers in the folk arts.

Over the next 5 years EFDSS will continue to develop -

- Cecil Sharp House as *the* folk arts centre in London.
- Outreach and education programmes to impact on the national curriculum and the training of music and dance artists and teachers.
- Advocacy and lobbying on behalf of the folk arts working in association with other folk arts agencies and organisations.
- Develop partnerships with a broad range of organisations to attract new audiences and to widen the profile of the Society.
- Prepare for a major capital project to provide the library with increased and climatically suitable space for its ever growing collections.

Following a successful bid for extra funding from the Arts Council, EFDSS is now looking to a whole new area of development as *the* Folk Development Agency for England and as part of this process is setting up a new Marketing Department. This new role of Marketing & Communications Manager will be part of that new team.

## **JOB DESCRIPTION**

**Job Title:** Marketing & Communications Manager

**Based at:** Cecil Sharp House, 2 Regent's Park Road, London, NW1 7AY

**Responsible to:** Marketing Director

**Responsible for:** Marketing Volunteers

**Summary Job Purpose :** The post of Marketing & Communications Manager is a new post and a key addition to the newly formed Marketing Department. The Marketing & Communications Manager, working with the Marketing Director will develop and implement the marketing and communications strategy for the organisation.

## **KEY RESPONSIBILITIES**

### **Cecil Sharp House**

To establish excellent working relationships with key organisations and individuals within the media, both print and broadcast at national and local level

To produce and distribute press releases about all aspects of the organisations work using our online press lists and to keep all lists up to date

To produce and distribute press packs where required

To organise and manage photo shoots and press calls where required.

To organise press events and receptions at festivals and conferences

To oversee a press cuttings strategy for the organisation

To help manage the organisation's website in consultation with relevant staff

To manage the organisation's advertising and print distribution

To represent the organisation at conferences and events to promote membership and other services

To manage marketing volunteers when required

### **Other**

1. Developing relationships and partnerships with outside agencies and organisations whose work, aims and scope will advance the Society's objectives
2. Being an Ambassador for the Society
3. To carry out any other duties that may be reasonably requested.

## Person Specification

### Essential:

- Experience of media communication strategies within an arts environment
- Experience of writing press releases aimed at all levels of the media
- Experience of marketing within an arts environment
- Experience of organising and managing press/photo calls
- Experience of organising and managing press receptions/events
- IT literate
- Experience of web content management systems and managing websites
- Experience of ad buying and placement
- Experience of print management
- Excellent proof reading abilities
- Ability and willingness to be “hands on”
- Ability and willingness to work flexible hours including evenings and weekends

### Desirable:

- Knowledge of the folk arts
- Experience of developing and implementing communication strategies
- An understanding of web and other technological developments that could be used to the advantage of the organisation
- Experience of working in an arts building (eg theatre, concert hall, arts centre, gallery, museum)

### Qualities:

- Self motivation.
- Attention to detail
- Ability to juggle multi-priorities.
- Ability to work as part of a team.

### Conditions of Employment

- Salary: £29,000
- Hours: 35 hours per week, excluding lunch breaks, Monday to Friday.  
Flexibility required as evening and weekend working will be necessary. Time off in lieu given.
- Holidays: 25 days per annum plus statutory public and bank holidays.
- Probation: The post carries a 3 month probationary period.
- Contract: To 31 March 2011 with a view to extension, subject to funding

### HOW TO APPLY

Applicants should complete the EFDSS application form, CVs will not be accepted.

Completed applications should be sent to

Nick Hallam  
Marketing Director  
EFDSS  
Cecil Sharp House  
2 Regent's Park Road  
London, NW1 7AY  
nick.hallam@efdss.org

Applications can be made by e-mail or post. Posted applications should be marked 'Marketing & Communications Manager' and 'Confidential'.

**Closing date for completed applications is 5.30pm, Wednesday 4 November.  
Interviews will be held at Cecil Sharp House on Thursday 12 November.**