



## Marketing Manager

Dunedin Consort is one of the UK's leading ensembles specialising in historically informed performance, widely recognised for its world-class performance standards and its imaginative approach to concerts, recordings and learning and participation work.

We are looking to recruit a highly motivated, confident and enthusiastic individual to join Dunedin Consort as its Marketing Manager on a **part-time basis (3 days per week)**.

We are looking for someone who is creative, forward thinking and an excellent communicator, with a keen interest in the music sector. We are a small, dynamic and friendly team that has expanded significantly in recent years, and this is an ideal post for someone who wants to help make a real difference to our trajectory as the company grows and develops. This is a newly created role that would offer the right individual significant strategic and creative freedom, helping Dunedin Consort to strengthen and develop its public presence both at home in Scotland, across the UK and on an international level. We are particularly keen to hear from candidates who can demonstrate a fresh and innovative approach to arts marketing.

Based primarily at the Dunedin Consort office in central Edinburgh (working from home, for now, until Covid-19 restrictions ease), the ideal candidate will have at least three years' experience working in a comparable marketing role. The Marketing Manager will lead on both the strategic and the day-to-day marketing requirements of the organisation, which includes the development and distribution of print materials, press and PR plans, marketing partnerships, digital content, social media activity, as well as box office and front of house duties as required. You should have a proven track record of curating and overseeing events marketing campaigns, both online and in print, and have the confidence to develop plans independently with support from within the team. Significant design experience is not essential but would be a distinct advantage, and some familiarity with design software such as Adobe Creative Suite would be necessary as part of this role. Excellent interpersonal and writing skills are a must, and you should be confident communicating with and developing strong relationships with the local and wider UK press.

Dunedin Consort is an Equal Opportunities employer. We will consider a range of part-time models, including condensed hours, days working from home, or other structures to accommodate a range of personal circumstances, and to ensure equality of opportunity between those who share a relevant protected characteristic and those who do not.

### **Application process:**

Please send a copy of your C.V. to Jo Buckley, Chief Executive, at [jo@dunedin-consort.org.uk](mailto:jo@dunedin-consort.org.uk), along with a covering letter explaining why you would like to work with Dunedin Consort and how you believe your skills fit the requirements of the role. Please aim for your CV to be no longer than two pages.

Pre-application conversations are welcomed. If you would like to discuss the role or the company in advance of applying, please contact Jo Buckley at [jo@dunedin-consort.org.uk](mailto:jo@dunedin-consort.org.uk).

If you have any disability that prevents you from following the application process as described, please contact the office for a confidential conversation on 0131 516 3718.

**Deadline for applications:** Friday 7 May 2021, 5pm

**Interviews:** w/c 24 May 2021

**Start date:** As soon as possible

**Salary:** £30,000 pro rata (0.6 FTE)

# Introducing the Dunedin Consort

## Mission statement

To be recognised as one of the world's leading baroque ensembles, a group that is rooted in Scotland but admired internationally for its insightful and creative programming.

To move, engage, challenge and delight our audiences with performances, recordings, educational activities and digital output of exceptional quality, both in Scotland and beyond.

To reach new audiences and diversify our activities with programming that is rooted in historical performance, but which can take our listeners on interesting — and sometimes unexpected — journeys into different repertoire. To remain relevant vital and inquisitive, and to bring the same sense of freshness, innovation and curiosity to our listeners in everything that we do.

To care for, nurture and embrace a diverse, contemporary society through a wide-ranging learning and participation programme that is accessible to all, both inside and outside the concert hall.

## Vision

Over the past 25 years, Dunedin Consort has blossomed into an ensemble that is recognised worldwide for its insightful performances and recordings. It is renowned above all for its exceptional musicianship, and for its insightful, inquisitive and often revelatory approach to music-making, breathing new life into familiar repertoire and often revealing deep-seated connections between seemingly disparate works. It has amassed a collection of award-winning recordings and now has an annual touring schedule that complements its work at home in Scotland, with regular appearances across the UK, Europe, and North and South America.

Dunedin Consort is rooted in Scotland. Its primary audience, supporters and beneficiaries are based here, and with Creative Scotland funding secured until 2022, its work is underpinned by a commitment to its Scottish heritage. In recent years Dunedin Consort has broadened this commitment with an expanding programme of work outside the concert hall, benefitting new listeners of all ages and backgrounds, and reinforcing the transformative power of music across communities. In the coming years, this learning and participation programme will become more fully integrated with its performing activities, and a series of ambitious new initiatives will help Dunedin Consort to reach more beneficiaries than ever before.

During the Covid-19 pandemic, Dunedin Consort has been notably active, taking much of its work online and increasing its reach through a series of concert broadcasts, educational videos and online masterclasses. With robust support in place from its individual supporter base, Creative Scotland, Dunard Fund and other multi-year funding sources, the organisation is in a strong position to emerge from this period on a sound financial footing, with exciting plans for the future.

## About Dunedin Consort

With pioneering research fuelling our historically informed performances, Dunedin Consort strives to bring our listeners performances that are not only of the highest quality, but which are also compelling, innovative and alive. The ensemble has in recent years earned two coveted Gramophone Awards and a Grammy nomination. With a further four Gramophone Award nominations, three BBC 'Building a Library' recommendations and two Scottish Album of the Year award nominations, Dunedin Consort is the most decorated classical music company in Scotland. From the festivals of Europe to the concert halls of North and South America, Dunedin Consort is a major presence on the international stage. At home in the UK, the ensemble is a regular at the BBC Proms, London's Wigmore Hall and Edinburgh International Festival, while the group's ground-breaking recordings have seen its popularity spread across the globe.

*'John Butt conducts Bach's eternal masterpieces as though the music were the elixir of life. Silky strings, spicy winds and raucous horns gave the music a colour that any baroque ensemble would envy.'*

– The Times ★★★★★

*'Joy, passion and precision... it was as though Butt and his players were rediscovering this well-known music afresh all over again, and taking their listeners with them.'*

– The Scotsman ★★★★★

Dunedin Consort performs on period instruments and is led by its Music Director, John Butt. John’s musical ideas and research have not only shaped our work but have also influenced how many other musicians present theirs. He is particularly respected for his research into the music of the J.S. Bach. He is Gardiner professor of music at Glasgow University, has written several books for Cambridge University Press and in 2013 was awarded the OBE for his services to music in Scotland. John’s lively personality and inquisitive mindset bring a unique sense of discovery to the music making process, which is founded on a strong relationship with a close-knit group of musicians and a collegiate approach to rehearsals.

He was joined in 2020 by Nicholas Mulroy as Dunedin Consort’s new Associate Director. A longstanding member of the group, Nicholas has helped to shape much of the group’s vocal programming in recent years and continues to appear regularly as a soloist.

Dunedin Consort enjoys generous support from a large number of trusts and individuals and is part of Creative Scotland’s portfolio of Regular Funded Organisations.

# Job Description

Key Result Areas	Key Tasks	% of time
Marketing	<ul style="list-style-type: none"> <li>• Curate a year-round marketing campaign to promote Dunedin Consort’s self-promoted events both inside and outside the concert hall</li> <li>• Develop and consolidate Dunedin Consort’s brand and help to develop a distinct visual identity for the ensemble</li> <li>• Oversee the design and creation of Dunedin Consort’s annual season brochure and individual event materials, both in print and online</li> <li>• Make best use of Dunedin Consort’s website and ensure it remains up-to-date, informative, and relevant</li> <li>• Prepare concert programmes for Dunedin Consort’s self-promoted events in Scotland</li> <li>• Oversee and coordinate Dunedin Consort’s social media strategy</li> <li>• Develop strong marketing partnerships both locally and across the UK</li> <li>• Liaise with external promoters to provide marketing materials and information as requested</li> <li>• Monitor ticket sales and provide regular reports to the Chief Executive</li> <li>• Support the Learning &amp; Participation and Fundraising Manager with marketing materials as required</li> </ul>	70%
Press relations	<ul style="list-style-type: none"> <li>• Establish regular and pro-active communication with key press contacts, both within Scotland and beyond</li> <li>• Liaise with local, national and international press contacts to ensure that Dunedin Consort receives regular press coverage for its events and recordings</li> <li>• Seek out and oversee advertising opportunities as required</li> <li>• Coordinate, collate and disseminate reviews</li> <li>• Assist the Chief Executive in the design and dissemination of key strategic reports as required</li> </ul>	20%
General	<ul style="list-style-type: none"> <li>• Attend concerts and events, meet press and other guests</li> </ul>	10%

# Person Specification

Essential personal criteria	<ul style="list-style-type: none"><li>• Passion for music and advocate for the longevity and development of culture and the arts</li><li>• Highly organised, self-motivated and enthusiastic about Dunedin Consort and its place within the classical music industry</li></ul>
Essential skills and abilities	<ul style="list-style-type: none"><li>• Excellent communication skills (oral and written), including presentation skills</li><li>• Excellent and demonstrable writing skills</li><li>• IT-literate with good numeracy skills and experience of managing budgets (Microsoft Word, Excel, databases)</li><li>• Ability to prioritise</li><li>• Ability to build positive and constructive relationships with internal and external contacts</li><li>• Ability to work to budget and targets</li><li>• Ability to work both independently and in collaboration with other members of the Dunedin Consort team</li></ul>
Essential experience	<ul style="list-style-type: none"><li>• At least 3 years' experience of working in a marketing or related role, with a keen interest in the performing arts</li><li>• Demonstrable experience of curating and developing marketing campaigns</li><li>• Ability to think creatively and pro-actively about different approaches to marketing</li><li>• Experience of working with design software</li><li>• Demonstrable experience of managing a varied workload and achieving objectives</li></ul>
Desirable	<ul style="list-style-type: none"><li>• Familiarity with the Scottish and UK music press</li><li>• Understanding of UK GDPR requirements</li></ul>
Special conditions	Applicants must be able to regularly attend concerts and events within Edinburgh and occasionally across the UK outside of normal working hours as required by the company's performance schedule. Time off in lieu will be at the discretion of the CEO.