DUNEDIN CONSORT

Digital Marketing and Communications Officer (24 hours/3 days a week)

Dunedin Consort is one of the world's leading baroque ensembles, recognised for its vivid and insightful performances and recordings. Its ambition is to allow listeners to hear early music afresh, and to couple an inquisitive approach to historical performance with a commitment to commissioning and performing new music

We are looking to recruit a highly motivated and enthusiastic person to join Dunedin Consort as its **Digital Marketing and Communications Officer** part-time (24 hours/week). This is a newly created role and we are keen to hear from candidates with social media and digital marketing experience. You may already have experience in a similar role in classical music, or you may have transferable skills from another sector.

Based primarily at the Dunedin Consort office in central Edinburgh — with scope for part-time remote working — you will support, and be line-managed by, the Marketing and Communications Manager in overseeing the online promotion of Dunedin Consort's annual programme of concerts, events, and recordings with an emphasis on content creation and social media marketing.

Dunedin Consort is a small but ambitious and dynamic team with strong plans for the future, where every individual plays a significant part in shaping our work. We work collaboratively and supportively across all our output, and you will find yourself well supported by the rest of the team.

Due to the nature of our work, candidates will be expected to regularly attend concerts and events throughout Scotland and occasionally across UK outside of normal working hours as required by the company's performance schedule. Time off in lieu will be granted accordingly.

Dunedin Consort is an Equal Opportunities employer. We will consider a range of flexible working 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 Andrew Trinick, Chief Executive, at andrew@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 and the covering letter no longer than one page.

Pre-application conversations are welcomed. If you would like to discuss the role or the company in advance of applying, please contact Andrew Trinick at andrew@dunedin-consort.org.uk.

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

Deadline for applications: Wednesday 31 July: noon

Interview: week of Monday 19 August

Start date: around Monday 23 September

Salary: £25,000 (pro-rata 0.6: £15,000)

Directors: Jenny Stewart (Chair), Mark Batho, Courtney Beck, Cathy Bell, Susie Gray,
Kate Molleson, Philip Rodney, Kalvir Sangha
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Job Description

Key Tasks

Digital Marketing

- Support the delivery of marketing and communication campaigns for Dunedin Consort as required.
- Lead on the creation of a social media content calendar, with input from the Marketing and Communications Manager, and ensure its delivery.
- With support from the Marketing and Communications Manager create compelling and engaging content using video, photography, and graphics for use on the website, on social media, other digital channels, and e-newsletters to promote concerts, learning and participation and development opportunities.
- Coordinate all social media channels in a consistent 'on brand' voice in line with our high standards.
- Review current social media engagement, research other channels, and make recommendations to increase audience engagement.
- Support and enable other members of the Dunedin Consort team with content creation and their input on social media.
- Co-ordinate customer emails and keep customer database up to date.
- Monitor, report, and analyse results to improve performance, using tools such as Google analytics and others.
- Ensure that the Dunedin Consort website pages are up to date, fully optimised, accurate, and offer an excellent customer service experience.

Marketing Communications

- Assist in maintaining regular contact with touring venues' Marketing, Box Office, and Front of House departments, and provide them with all the information and assets they require (brochure copy, imagery, digital content, box office information packs, ticket holds, print, etc.).

- Collate audience data and manage the sending of Dunedin Consort audience research surveys.

- Support the delivery of audience development initiatives by working with the Marketing and Communications Manager researching, contacting and developing relationships with relevant groups.

- Work closely with the Marketing and Communications Manager and liaise with external agencies and designers.

- Other activities as required by the Marketing and Communications Manager.

Person Specification

Essential

- Demonstrable experience in a similar marketing or related role with responsibility for content creation and digital marketing campaigns using social media channels.
- Experience of working with design software such as Adobe, including In Design, Photoshop, Illustrator, Premier Pro (or equivalent).
- IT literate, experience of working with content management systems, Microsoft packages, Mailchimp (or equivalent).
- Ability to think creatively.
- Ability to work independently and collaboratively with other members of the team.
- A positive, proactive and flexible approach.
- Highly organised, self-motivated and confident.
- Excellent communication skills.
- Excellent time management, ability to work to deadlines and within budgets.
- Applicants must be eligible to work in the UK.

Desirable

- Familiarity of Scottish and UK arts scene
- A keen interest in the performing arts.
- Experience of Google Analytics and adwords.

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Introducing 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.

Values

We value excellence, creativity, curiosity and experimentation, and seek to nurture and support our musicians, staff and audiences in exploring these ideas through our work.

We believe in the value of exploring the past, and in finding its connections with the present day. Our work is an evolving conversation, one that is fuelled by a desire to remain vibrant, inquisitive and relevant, and by a desire to inspire and nourish the next generation.

We are committed to working in a sustainable way, to supporting our local communities and to supporting the next generation of musicians, so that Dunedin Consort — and the wider classical music sector — can continue to grow and thrive.

Dunedin Consort is open, inclusive and accessible. We strive to be accessible and welcoming to everyone who works with us – musicians, staff, audiences and participants — to remove barriers to working with us, and to offer additional support to those with specific requirements to help participate in our work. We will continue to seek training and support to ensure we maintain the highest standards in equality, diversity and inclusion provision across the organisation.

We value honesty and transparency in all that we do. Those who work with us, or participate in our work, should feel able to address concerns, to be listened to without prejudice, and to have concerns dealt with in a timely and supportive manner.

We treat others with respect and with kindness, and expect the same of anyone who represents Dunedin Consort in any setting. We seek to act with integrity and according to our principles at all times.

About Dunedin Consort

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 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. From the festivals of Europe to the concert halls of North and South America, Dunedin Consort is a major presence on the international stage. Here in the UK, the ensemble is a regular at the BBC Proms; London's Wigmore Hall and the Barbican; and the Edinburgh International Festival. Dunedin Consort was Winner of the RPS Ensemble Award in 2021.

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, alongside a further four Gramophone Award nominations, three BBC 'Building a Library' recommendations: two Scottish Album of the Year award nominations and, most recently, a 2022 BBC Music Magazine Choral Award for its recording of Bach's Cantatas BWV 32, 82 and 106.

In addition to performing baroque and classical repertoire, Dunedin Consort is an enthusiastic champion and commissioner of contemporary music. In recent years, it has premiered a new set of orchestral dances at the BBC Proms, a new opera by Errollyn Wallen at the Barbican Centre, and new choral music for its a cappella consort. In 2023, we premiered a new guitar concerto by Cassandra Miller for Sean Shibe, the first instalment of a 3-year co-commissioning series which will see further new music by David Fennessy and Tansy Davies. Previous commissions have also included works by William Sweeney, Peter Nelson, and Sally Beamish.

We are in the final year of a successful three-year partnership with the RSNO; we have launched a three-year commissioning programme with the Barbican Centre; we have developed a new community partnership with Cumbernauld Theatre at Lanternhouse; and we are celebrating a successful second year of our international mentoring scheme, Intrada, working closely with European counterparts.

Dunedin Consort is rooted in Scotland. Its primary audience, supporters and beneficiaries are based here, and with Creative Scotland funding in place until the end of 2024-25, its work is underpinned by a commitment to its Scottish heritage.

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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.

Music Directors

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.

> *'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 ★★★★★