



Job description: Digital Marketing Officer, Walled City Music

The role - overview

This new, full-time, fixed-term role (3 years) represents an exciting opportunity to work with one of the leading music organisations in Northern Ireland at an important point in its development, by driving its digital marketing and social media activity.

We are seeking to employ an enthusiastic, talented Digital Marketing Officer with an understanding of social media and digital platforms to work within our staff team to build an engaged and interactive online audience for our work. The Digital Marketing Officer will be responsible for implementing a social strategy that features stand-out digital content, up-to-date with the latest digital technologies and social media trends.

About Walled City Music

Walled City Music was founded in 2009 with the aim of bringing outstanding music performance to Derry and the North-west of Northern Ireland. In the decade since, it has created three festivals and many associated projects, each with a unique profile and audience. E.g.:

Walled City Music Festival. Held annually, this event focuses on classical and contemporary music, in particular chamber works, though it also extends to orchestral music, experimental work, opera, free improvisation and jazz. Many leading international artists and ensembles have performed at the Festival, also giving workshops and masterclasses for students and young performers. Community outreach, developmental programmes for composers and its award-winning work with musicians with a disability have been important elements within the WCMF programme.

City of Derry International Choir Festival. Founded in 2013, this event has grown to become the leading festival of its kind in the UK, with a burgeoning international reputation and more than 2,500 singers and 15,000 audience taking part each year. Hosting annually more than 60 local and visiting choirs, the festival is a unique mix of concerts, competitions, workshops and community-based events that bring the city alive with song. Visiting artists have included many of the world's leading professional choirs and a capella groups, whilst the event's international competition has drawn choirs from 24 countries and four continents to participate.

WCM International Piano Festival and Competition. First held in 2019, this ten-day residential event, hosted in partnership with Ulster University, provides an opportunity for talented young piano students to engage with a faculty of leading international tutors in a programme of workshops, one-on-one tuition, concerts, school visits, and a competition.

In addition to its three festivals, WCM promotes a flexible annual programme of tours, commissions, workshops and special projects, working in collaboration with a range of local and national partners.

A successful candidate would be joining a small core team within an ambitious and innovative organisation that is looking to continue to grow and develop in new directions. The recent pandemic enabled us to invest in a digital programme, taking our entire programme online and creating a new role for WCM as digital broadcaster and content commissioner. To support this, we developed an entirely fresh digital marketing strategy, together with commissioned research to embed this approach in future planning and programming.

More information can be found at:
www.walledcitymusic.com
www.derrychoirfest.com

Key responsibilities of role

The Digital Marketing Officer will work with the General Manager in the promotion of all of our programme, in particular through management of our social media channels and the creation of social media content across the organisation's digital platforms (Facebook, Twitter, YouTube, Instagram). She/he/they will develop each of these platforms into a year-round programme of content – at present they are very much focused on intense, occasional activity around specific live events – developing features such as blogs and a regular programme of posts, shared content and new material to build our social media following and on-line audience.

The new role will be a key player in the design and implementation of the organisation's social media strategy. They will:

- Create engaging and relevant social content that encourages user interaction
- Generate, edit, publish and share engaging content daily (written, graphic, and video content - with the support of the core team)
- Communicate with festival followers and respond to queries in a timely manner
- Propose new ideas and concepts for social media content and income generation
- Suggest and implement new features to develop brand awareness, e.g., promotions, competitions
- Stay up-to-date with current technologies and trends in social media, design tools and applications
- Work with partners/sponsors in developing branded content as per sponsorship agreements
- Monitor and report analytics of social media activity
- Ensure that relevant data protection and copyright protection policies are adhered to at all times
- Work within the WCM delivery team on company marketing and other activity as required, collaborating harmoniously and professionally with all full-time and contract staff, trustees, funders, stakeholders and suppliers.

Person specification

Skills and knowledge

- Proven experience in digital media content creation and management
- Excellent literacy, writing ability and strong verbal communication skills
- Ability to deliver creative content (text, image and video)
- Basic user knowledge of Premiere Pro & Photoshop (or comparable software) is preferable
- Demonstrable understanding of the audience for digital work
- Highly organised administrator/ project worker

- Pro-active team player
- Ability to take delegated authority and operate within agreed parameters

Qualities

- Enthusiasm for a range of music, including the range of work promoted by WCM
- Commitment to innovative delivery across a range of platforms and new media
- Open minded, flexible, prepared to adopt different ways of working as required
- Committed to quality.

Terms and conditions

Contract: The role will be offered as a fixed-term, three-year contract (July 2022 – June 2025). It is a full-time post.

Hours: 9.30am- 5.30pm Monday-Friday, with some requirement to work evenings and weekends at busy times in the organisation's programme (e.g., Festivals).

Annual leave: 20 days, plus bank holidays.

Salary: £18,000 per annum. A contributory, work-place pension is available. Upon appointment, there will be an initial probationary period of 3 months.

Report: The role will report to the WCM General Manager.

Office: Walled City Music is based in Derry/Londonderry, Northern Ireland, with offices in the city centre. Whilst the WCM office is the designated work space for the role, it is anticipated that some of the activity could be carried out through home or remote working.

Walled City Music
April 2022