

Job Description

Marketing and Communications Coordinator



TITLE:	Marketing and Communications Coordinator
SALARY:	£22,000 per annum (pro-rata 15 hours per week)
OVERALL PURPOSE:	To develop and manage PMZ's marketing and communications activities to help engage new & existing participants and supporters and increase the sharing of the organisation's creative outputs. The role puts the voices of participants at our heart as well as supporting efforts to improve fundraising income by enhancing the profile of the impact of the charity's work.
RESPONSIBLE TO:	Development Director
TENURE:	Permanent. Based at Plymouth Music Zone's Community Music Centre in Devonport, Plymouth PL1 4NQ.
HOURS:	15 hours per week (may include some unsocial hours).

PURPOSE OF THE POSITION

1. To work with the team to increase the number of new participants successfully accessing PMZ's 'Open Zone' strand of activities.
2. To develop, manage and deliver a programme of external communication across all channels including digital and offline to build engagement and reach in line with marketing and fundraising priorities.
3. To put the voice and creative outputs of our participants at the heart of all we do and share at Plymouth Music Zone.
4. To support the Development Director with the communication of PMZ's ongoing impact to enable the meaningful cultivation and stewardship of the charity's growing and much valued base of funders, donors and supporters.

DUTIES & RESPONSIBILITIES TO INCLUDE:

- 1. To work with the team to increase the number of new participants successfully accessing PMZ's 'Open Zone' strand of activities.**
 - Build and implement ideas for new, innovative marketing of our Open Zone sessions, projects and events so they are open to all
 - Work with the Community & Events Coordinator to promote PMZ's programme of annual events to increase wider support
 - Support team members in the editing and designing of any internal/external Open Zone recruitment communications (including digital, posters etc) to ensure a consistent and accessible PMZ brand and style
 - Monitor, analyse and report on communications and marketing effectiveness, adopting a test and learn approach

- 2. To manage, develop and deliver a programme of external communication across all channels including digital and offline to build engagement and reach in line with marketing and fundraising priorities.**
 - Work with Development Director to co-ordinate copy-writing, design and production of communication and fundraising materials across digital and hard media to effectively share the impact of PMZ's work to increase profile, participation and support
 - Lead on day to day management and coordination of social media alongside other area specific 'content creators' within PMZ (Leadership Team, Community & Events Coordinator, Intergenerational Coordinator)
 - Write, edit and design web copy with overall responsibility for website maintenance following the creation of a new PMZ website
 - Work with Development Director to act as liaison with external PR, Media and support agencies regarding the compilation, design and production of all communication and fundraising materials

- 3. To put the voice and creative outputs of our participants at the heart of all we do and share at Plymouth Music Zone.**
 - Work with Development Director and team to enable successful and timely production and sharing of all creative outputs - including photos, audio and video 'keepsakes' - and ensure all participant materials/stories are dealt with sensitively at all times
 - Act as 'brand guardian' to ensure consistency of messaging and terminology across all internal and external communications and media and ensure we powerfully tell the story of PMZ with participants always at the heart of what we do

- 4. To support the Development Director with the communication of PMZ's ongoing impact to enable the meaningful cultivation and stewardship of the charity's growing and much valued base of funders, donors and supporters.**
 - Work with Development Director to create an appropriate way to co-ordinate news and update communications for supporters
 - Work with Finance & Impact Director and Development Director to manage organisation's central email list and devise effective email communications to our supporters

- 5. To undertake any other duties as required and be responsive to changing needs depending on the skills and abilities of our team.**