



Head of Marketing - Role Profile/Specification

The Head of Marketing is a key voluntary role on the Sing for Pleasure Management Team. The role is suitable for an individual who has an understanding and empathy for SfP through its events and courses and who wish to contribute to its growth and future success.

The primary function of this role is to manage the overall marketing plan for Sing for Pleasure, and lead the growth of Sing for Pleasure's brand in the market. The role requires a regular commitment of several hours per week and will include the following (but is not restricted to this list):

- Design the overall marketing plan across all activities and channels, ensuring a consistent and positive representation of Sing for Pleasure in the industry.
- Work closely with our fundraising and communications coordinator to support the implementation of the marketing plan, press and PR plan, and all the advertising across the year.
- Support the establishment of partnerships with other organisations, to grow our network and bring more people into direct contact with the organisation.
- Manage the delivery of our membership scheme, including communications and our overall offering to members.
- Oversee the design and production of our new annual magazine, Vocalise.
- Manage the Sing for Pleasure Membership Secretary and support them in maintaining the membership database.

The successful candidate will demonstrate all of these to a consistently high standard:

- Marketing experience, preferably with demonstrable experience of managing marketing programmes, campaigns, and general brand promotion.
- Experience of management.
- Experience of working in the industry, ideally with connections at other similar organisations, with whom we may wish to build partnerships and relationships.
- Reliability and an ability to communicate swiftly and effectively.
- Keen attention to detail.
- A high degree of IT literacy in most popular programmes, particularly Gmail and its applications.
- The ability to manage their workload as independently as possible.

General Attributes for SfP voluntary team members

- They are expected to take a proactive approach towards the overall well being of the charity.
- They should show an understanding of the ethos that underpins SfP and its francophone A Coeur Joie parent movement, the fostering of good relationships between all humans and the breaking down of all barriers through the promotion of singing together in as accessible a manner as possible.
- They will handle confidential personal and financial data and will be required to sign a non-disclosure agreement prior to commencing the role. Absolute discretion is required by all team members when carrying out their duties.

How to apply

Candidates wishing to apply for the position should email a copy of their CV, together with a covering letter outlining why they would like to be considered and what they would bring to the role - and the organisation as a whole - to Manvinder Rattan, SfP's Chief Executive: conducting@singforpleasure.org.uk

Deadline for applications: 6pm, Saturday 29 February 2020.

Last updated: 28.01.20 (CS)