



**Contemporary Music for All (CoMA)**  
is seeking to appoint a  
**Marketing & Digital Content Manager**

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Join the CoMA Team as we celebrate 30 years of participatory contemporary music making! To apply, please submit the following:

- Cover letter (Max 1 page) or video (Max 3min) addressing the Job Description, Key Duties and Person Specification and explaining why you are suitable for the role
- CV demonstrating your recent and relevant experience (Max 3 pages)
- [Equal Opportunities Form](#)

**Submission deadline:** 22nd March, 2023

**Interview dates:** 29th, 30th & 31st March, 2023 in person at Queen Mary University, Mile End, London. Online interviews are available upon request.

**Submission email address:** [tamara@coma.org](mailto:tamara@coma.org)

CoMA welcomes applications from all suitably qualified candidates, regardless of their race, gender, disability, religion/belief, sexual orientation or age, in line with our [Equality, Diversity and Inclusion Policy](#).

Please contact [Tamara](#) if you would like to receive this information in another format.

JOB TITLE	CoMA Marketing & Digital Content Manager
SALARY	£30,000 Pro Rata
CONTRACT TYPE	<ul style="list-style-type: none"><li>● 2 days, 14 hours per week (excluding lunch hour)</li><li>● Flexible hours and working possible, with 2 minimum office days per month required</li><li>● Occasional evening or weekend working required</li><li>● 20 days annual leave pro rata, plus bank holidays</li><li>● Permanent role, subject to a successful three-month probation review</li></ul>
LOCATION	CoMA's office is located at Queen Mary University of London, People's Palace Building, Mile End Road, London E1 4NS
REPORTS TO	Tamara Kohler, CEO
RESPONSIBLE FOR	Support the CEO and Project Manager to tell the story of CoMA through press and PR, lead on CoMA visual branding, lead on development of new website, creative use of social media, lead on fortnightly newsletter 'Update', promotional and recruitment support for national ensembles, projects and CoMA music catalogue, creation of unique digital and print marketing campaigns, engaging a PR specialist for the Festival

**What is CoMA?**

“CoMA proves that you don’t have to be a professional musician to be an artist.”  
(Héloïse Werner, Composer)

Contemporary Music for All (CoMA) is a participatory new music charity and Arts Council of England National Portfolio Organisation 23-26, with a vision to open new contemporary classical music to everyone, and to celebrate participation in new music-making as a meaningful and essential part of our lives. CoMA hosts regular year-round ensembles in multiple locations throughout England, a biennial summer school and festival, sector conferences, skill development courses and regular open participation events.

Over 30 years, CoMA has supported 3,200+ grassroots music-makers and emerging composers in the creation & performance of new music. Founded to address a lack of quality contemporary repertoire performable by amateurs, CoMA has since commissioned 350+ works, hosted composition courses as platforms to bring together early career and established music creators and created a unique library of 800+ contemporary classical works.

CoMA’s mission is to:

- Create a culture of musical participation and collaboration between emerging and established music-makers and creators of all backgrounds and abilities
- Establish environments, musical communities, networks and new repertoires to promote and develop these practices
- Share these unique experiences as widely as possible, from audiences to institutions, from music education providers to professional performers and creators.

### **Job Description**

CoMA is seeking to appoint an experienced Marketing & Digital Content Manager to play a key role in the promotion of the organisation’s core activities. We are looking for a candidate who is passionate about reinvigorating CoMA’s public facing image as we celebrate our 30th anniversary. This will involve leading on all marketing across the organisation, with a focus on social posts, newsletters, press releases, Google Ads, project & event promotion and external publications. This will also include leading on the development of a new website, and developing new promotional initiatives for CoMA’s extensive music catalogue, with a goal of increasing sales and developing international awareness of the resource.

This role is an exciting opportunity to make an impact on the vibrant UK-wide arts community, and to contribute significantly to the new music landscape of the UK. This role will suit someone with a passion for the arts, an interest in new music and community arts and experience in promoting multiple projects and initiatives simultaneously. They must be a strategic thinker, ideally with experience in community projects and a knowledge of the music sector. The role will include promoting live and digital projects across the UK, seeking media and promotional opportunities, supporting CoMA’s national ensembles in their annual recruitment campaign and producing callouts for open participation at our national events across the country.

A major part of the role is managing promotional advertising and recruitment for the biennial CoMA Festival, scheduled for March 2024. The overall aim of the festival is to help

create a major shift in the appreciation of contemporary music, an aim it is committed to sharing with the whole of the music sector, through active partnerships with composers, artists and music and education organisations. [Learn more about the festival here.](#)

CoMA offers all employees opportunities for professional development, working alongside a diverse, inclusive and friendly team and board of trustees. The organisation operates under a collaborative leadership model, encouraging employees space to suggest ideas, take initiative, and carry out new projects & strategies. CoMA is open to discussing flexible hours and any access requirements.

## **CoMA Marketing & Digital Content Manager**

### **Key Duties**

1. Support CoMA's national ensembles in recruitment, visual branding, developing local partnerships and promotion of their events
2. Lead on all marketing across the organisation, with a focus on social posts, 'Update' (fortnightly newsletter), press releases, Google Ads, blog posts and external publications.
3. Lead on marketing, promotion and recruitment for major CoMA projects, including major events such as CoMA's 30th Anniversary weekend (15/16 July 2023) and the CoMA Festival (March 2024)
4. Manage CoMA's social media channels (Facebook, Instagram, Twitter and LinkedIn), developing a strategy around their purpose and setting annual reach targets. Design a strategy for the launch of a CoMA Tiktok account
5. Coordinate social media takeovers by partner organisations and members, and identify and enact campaigns for relevant national awareness days (Eg. Make Music Day UK)
6. Ensure continuity and cohesive brand and funder representation across all CoMA marketing materials
7. Lead on a new website design and the regular upkeep of the website
8. Lead communication with CoMA videographers and photographers to ensure consistent approach to content capturing
9. Serve as the main promotional contact for all live events during the CoMA Festival
10. Support CEO and Music Sales & Library Manager in developing new promotional initiatives for CoMA's extensive music catalogue, with a goal of increasing sales and developing awareness
11. Managing the marketing email inbox

**The above list of job duties is not exclusive or exhaustive and the post holder may be required to undertake additional tasks as may reasonably be expected within the scope of the role.**

### **Person Specification**

Essential

- Experience in developing cohesive arts marketing campaigns plans
- Passion and commitment for the arts and its transformative impact
- Outstanding organisational and administration skills, including system development and proficiency across different industry-standard software packages.
- Experience of promoting complex projects (ideally festivals), delivering on time and to budget
- Knowledge of marketing and promotional opportunities in the UK music or creative sector
- Interest in opening access to community arts initiatives
- Excellent organisation and attention to detail
- Commitment to attending live events to capture content and flexibility to work evenings and weekends as required (with advanced notice)
- Ability to think strategically and creatively, including the ability to identify new opportunities
- Ability to manage a complex workload with a variety of priorities and deadlines across multiple projects.
- Understanding of and commitment to working within an equal opportunities framework.

#### Desirable

- Experience in promoting community development initiatives
- Experience and interest in new and experimental music
- Ability to understand quickly of the nature of the work and projects of CoMA
- Excellent written communication skills, with a demonstrable ability to communicate complex projects in writing in an accessible and engaging manner
- Strong organisational skills, with the ability to plan and prioritise work as part of a team but also work alone and to agreed deadlines
- Ability to seek out information proactively from a variety of sources

*If you would like to arrange an informal chat about the role or have any questions, please email Tamara Kohler at [tamara@coma.org](mailto:tamara@coma.org).*