

CoMA (Contemporary Music for All)
Is seeking to appoint a
Festival Marketing Officer

Contract: This is a fixed-term contract (2 days p/week, 3 January – 11 March, 2022).

The candidate will be expected to be available during the 2022 CoMA Festival, 4-6 March, 2022.

Salary: The fee is £3000 (£150 x 20 days = 2 days p/week).

Line Manager: This role reports to the Festival Director (Tamara Kohler).

Location: CoMA operates part time from our office at Queen Mary University of London, Mile End Road, London E1 4NS. There is a degree of flexible working possible, however this role would best suit a candidate located in London.

Application process: To apply for this role, please send Tamara Kohler (tamara@coma.org) a CV with 2 referees as well as a covering letter (1 page max), detailing your interest in and suitability for the role. Please also consider returning an equal opportunity form (optional).

Closing Date: Friday 26 November, 2021.

Interviews will be held on **3 December, 2021** ideally in person at QMUL in London. We are looking for the successful candidate to start work in the week of 3 January, 2022.

CoMA is seeking to appoint an experienced marketing officer to play a key role within the delivery of the 2022 Festival of Contemporary Music for All, 4-6 March, 2022. This will involve supporting and developing the festival promotional strategy, leading on the social media campaign and the support of amateur music ensembles across the UK in promoting their festival workshops and performances. The Marketing Officer will support the CoMA Festival Director in promoting CoMA's biennial Festival and associated strategies and activities that communicate CoMA's aims and help to increase its impact and strengthen its profile within the music sector and the wider public.

This job will suit someone with a passion for the arts, an interest in new music and community arts and experience in promoting multiple events 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 events, seeking media and other promotional opportunities for the festival, and producing callouts for allcomers to come and join in with events across the country. All this work is already underway, so the candidate will be joining the CoMA team to support and lead on the delivery of these initiatives.

About [CoMA](#)

CoMA (Contemporary Music for All) is the UK's lead organisation promoting contemporary music through participation with an international programme of establishing contemporary music ensembles, commissioning schemes, education projects and digital initiatives. CoMA's vision is to open contemporary music to everyone, to celebrate participation in new music-making as a meaningful and essential part of our lives.

CoMA's mission is to create a culture of musical participation, in which amateur, emerging and established music-makers of all backgrounds and abilities forge musical communities and new repertoires. CoMA exists to share those unique experiences and practices as widely as possible across its networks, from audiences to institutions, music hubs to professional ensembles.

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.](#)

Festival Marketing Officer

Key Duties

Together with the Festival Director:

1. Support festival ensembles and partners in the promotion of their events
2. Design and deliver an 8-week social media plan promoting the 2022 Festival
3. Seek media and other promotional opportunities for all festival locations
4. Ensure continuity and cohesive brand and funder representation across all festival marketing collateral
5. Work with CoMA Communications Manager to ensure website is constantly updated
6. Cross-referencing marketing budgets for each festival event with the Festival Director
7. Working with project manager and Communications Manager where required, to source relevant content from different festival activities
8. Lead delivery with CoMA videographers and photographers to ensure simultaneous approach to content capturing
9. Serve as the main promotional contact for all live events during the festival
10. Support ensembles across the UK in their allcomers callouts

Summary of main terms and conditions of employment

1. Remuneration: This is a fixed term contract (£3000) funded by Arts Council England.
2. Hours of Work: 14 hours per week. Flexibility in working hours will be expected. **The candidate will be expected to be available during the 2022 CoMA Festival, 4-6 March, 2022.**

Festival Project Manager: Person Specification

EXPERIENCE

Essential

- Experience in developing cohesive arts marketing campaigns plans
- Experience of promoting complex projects (ideally festivals), delivering on time and to budget
- Knowledge of the UK music sector
- Interest in opening access to community arts initiatives
- Excellent organisation and attention to detail
- Ability to remain calm in high pressure situations
- Flexibility to work evenings and weekends as required (with advanced notice)
- Ability to be strategic, use initiative, and effectively manage own time

Desirable

- Experience in promoting community development initiatives
- Experience and interest in new and experimental music
- Passion and commitment for the arts and its transformative impact
- Connections in the UK music sector
- Ability to develop an understanding quickly of the nature of the work and projects of CoMA
- Excellent written communication skills, with a demonstrable ability to communicate complex issues 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
- Strong IT skills

If you would like to arrange an informal chat or have any questions, please email Tamara Kohler (tamara@coma.org) and she will arrange a time to be in contact.



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