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

Join the CoMA Team as we continue to lead the way in creating and delivering bold participatory new music experiences with music-makers across the UK. To apply, please submit the following:

- Cover letter (Max 1 page) or video/audio (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 2 pages)
- CoMA Equal Opportunities Form

Submission deadline: 22nd September, 2024
Interview dates: 2nd October, 2024 in person at Queen Mary University, Mile End, London.
Online interviews are available upon request.
Submission email address: recruitment@coma.org

CoMA welcomes applications from all suitably qualified candidates. We strongly encourage people from underrepresented groups to apply in line with our Equity, Diversity and Inclusion Policy.

Please contact CoMA's Recruitment Manager if you would like to receive this information in another format.

JOB TITLE	CoMA Marketing & Digital Content Manager
SALARY	£32,000 Pro Rata
CONTRACT TYPE	• 2 days, 14 hours per week (excluding lunch hour) • Flexible hours and remote working possible, with 2 minimum office days

	per month required. If you would like to discuss the possibility of the role being freelance or working outside of London please contact Tamara. ● Occasional evening or weekend working required ● 20 days annual leave pro rata, plus bank holidays ● Permanent role, subject to a successful six-month probation review
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 and maintenance of website, creative use of social media, lead on monthly newsletter 'Update', promotional and recruitment support for national ensembles, projects and CoMA music catalogue and creation of unique digital and print marketing campaigns.

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, where amateur, emerging and established music-makers of

all backgrounds, ages and abilities build a culture of musical participation together. From ensembles to summer schools, festivals, and sector conferences, CoMA's activity serves as a catalyst, opening access to new music across the UK and beyond.

For 31 years, CoMA has led the way in creating and delivering bold participatory new music experiences with, and for, amateur and professional musicians. With creativity and accessibility at the centre of our practice, CoMA delivers music programmes across Europe, from Bristol to Berlin.

The lifeblood of CoMA's work is our 15 local ensembles. These volunteer-led metropolitan and regional bodies of local music-makers offer a year-round platform for amateur musicians to develop their creative skills, push their technical facility, build a daring repertoire, and challenge the conventional boundaries of creativity within community music-making.

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.

The CoMA Story - Celebrating 30 years of CoMA
https://youtu.be/nh834hK1zys

What is the CoMAFestival?
https://youtu.be/zN6ukuW2wDM

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 helping CoMA's public facing image to shine, celebrating our bold approach in delivering creative and accessible new music experiences. 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.

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, encourages employees 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' (monthly newsletter), press releases, paid ads, blog posts, event material and external publications, including major events such as CoMA's biennial Summer School (17-23 August 2025) and the CoMA Festival (March 2026)

3. Managing CoMA's social media channels (Facebook, Instagram, Twitter/X and Linkedin), developing a strategy around their

purpose, setting annual reach targets and designing a strategy for the launch of a CoMA TikTok account

4. Coordinate social media takeovers by partner organisations and members, and identify and enact campaigns for relevant national awareness days (Eg. Make Music Day UK)
5. Lead on regular upkeep of the website and CRM, including new developments
6. Lead communication with CoMA videographers and photographers to ensure consistent approach to content capturing
7. Support Music Sales & Catalogue Manager in developing new promotional initiatives for CoMA's extensive music catalogue, with a goal of increasing sales and developing awareness

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 and knowledge of marketing and promotional opportunities in the UK music or creative sector
- Passion and commitment for the arts and its transformative impact and interest in opening access to community arts initiatives
- Outstanding organisational and administration skills, including acute attention to detail, system development, proficiency across different industry-standard software packages
- Ability to plan and prioritise work as part of a team but also work alone and to agreed deadlines

- Experience of promoting complex projects (ideally multi-day festivals), delivering on time and to budget

- 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 proactively

- 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, inclusive marketing, considering language, imagery and accessible formats

- Experience in targeting paid social media algorithms towards specific audiences

- Excellent written communication skills, confident in writing a variety of copy with a demonstrable ability to communicate complex projects in an accessible and engaging manner

Desirable

- Experience in promoting community development initiatives

- Experience and interest in new and experimental music

- Experience in photography and videography

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)*.*