Further particulars for the post of
Choir Marketing, Media and Recruitment Officer
Requirement

St John’s College wishes to appoint a Choir Marketing, Media and Recruitment Officer on a permanent basis.

St John’s College

St. John’s College is one of the largest of the University of Cambridge’s 31 colleges. Colleges are where students live, eat and socialise, and receive small group teaching sessions. St John’s has about 900 students, 160 Fellows (that is, resident academics who teach and research), and about assistant 250 staff. The charitable purposes of the College are the advancement of education, religion, learning and research. The College is a highly international community with some 20% of its undergraduates, over 50% of its postgraduate students, and many of its faculty coming from overseas.

The buildings and grounds of St John’s are a magnificent environment in which to work, but it is the people of St John’s who give the place its unique identity. Diversity, independence and intellectual excellence make it a dynamic place in which people can thrive. Read more about St John’s on the College’s website: www.joh.cam.ac.uk.

College Aims: the College’s statutory aims are the advancement of education, religion, learning and research.

Department Aims: The Department’s activities are clearly central to the fulfilment of the third statutory aim of the College as a place promoting religion. However the Choir is also engaged in musical education to a very high standard with a track record of producing highly able musicians for cathedral worship as well as the vocational worlds of art, song, oratorio and opera.

Principal Responsibilities and Duties

Job title: Choir Marketing, Media and Recruitment Officer

Department: Chapel and Choir

Responsible to: Director of Music

Job Purpose: The role of the Choir Marketing, Media & Recruitment Officer has the following five areas of work:

- Maintain regular contact with the College’s Head of Communications to ensure an integrated approach to all communications activity.
- Management of the Choir’s dedicated website, social media platforms and music streaming services.
- Production of Audio/Visual material for distribution.
- Choir Recruitment.
- Project Manager for recordings on the St John’s Cambridge label with Signum Classics.

Principal Responsibilities

1. **Website, Social Media and Music Streaming**
• Develop a social media marketing campaign calendar. Plan all social media content in line with the marketing campaign calendar. Manage and continuously develop content on the Choir’s dedicated website. Maintain and update streaming platform metadata including Spotify and Apple Music.
• Develop new projects and initiatives to encourage audience growth and awareness of the Choir and its activities.
• Monitor and report compliance with Departmental Key Performance Indicators using social media and website analytics. Produce analytical reports for the Choir’s Advisory Committee and the Communications Committee.
• Provide some support for St John’s Voices (the College’s mixed voice choir).

2. Audio/Visual

• In conjunction with the Director of Music, conceptualise, plan, shoot, edit and release innovative and eye-catching video content for the Choir’s website including Choir music videos featuring performances at services, album recordings and external concerts, including overseas tours. Promotional videos to publicise recruitment, album releases, concerts etc.
• Produce feature videos which promote a variety of aspects of the Choir’s activities, with the aim of significantly increasing the level of interest in applying for Organ and Choral Scholarships and Choristerships.
• Capture photographs/video material and develop the database of Chapel & Choir audio visual material, ensuring that all material complies with the Choir’s quality control and consent procedures, and with Safeguarding regulations.
• Design and facilitate non-residential/on-line training course to teach sight-reading.

3. Choir Recruitment

• Plan and facilitate Choral Scholar Open Days, including booking venues and refreshments, advertising the events and arranging for Lower Voices to be present to assist with Workshops.
• In conjunction with St John’s College School Registrar plan and facilitate Chorister recruitment initiatives, including an annual Cushion Concert in Chapel.
• To encourage applications for Choristerships, plan a series of school workshops in local junior schools, to include participation by the Choristers. To encourage applications for Organ and Choral scholarships, plan workshops led by the Lower Voices at targeted senior schools.
• Arrange an annual event for Senior Schools Directors of Music. Co-ordinating follow up actions (eg arranging for potential candidates to meet with the Director of Music) as required.
• In conjunction with the Director of Music and Admissions Office, plan the timetable for St John’s candidates at the annual University Organ and Choral Trials.
• Maintain and develop databases of contacts in the media, schools and other areas relevant to marketing and recruitment.

4. St John’s Signum Record Label

• Develop and agree release schedules with the Director of Music, Signum Records, Premier Media, other organisations and artists as required. Managing releases in line with release schedule.
• Source and initiate cover design ideas and concepts, collate track listing, photographic material, booklet notes, texts, biographies etc for all releases. Responsibility for accuracy of proof reading, quality control of artwork and product packaging.
• Develop strong relationships with artists, Signum Records and Premier Media to maximise marketing and product capabilities and deliver successful campaigns.
5. **Statutory and defined policy compliance:**
   - Ensure compliance with the Chapel & Choirs Department’s Safeguarding and Child Protection Policy for the Supervision and Care of the Choristers and Probationers, and St John’s College School Safeguarding and Child Protection Policy.
   - Ensure compliance with statutory copyright legislation for the electronic distribution of music.

**Resources Managed/Facts and Figures:**

- Choir Website (Value £5k)
- Camera equipment (Value £10k)
- 2-3 recordings per annum (Value £50k per annum)
- Visits to website per annum 98k
- Music Streams per annum 5m
- Video views per annum 120k

**Decision Making**

- Production and quality of website content viewed by 98k people per year including key people in the music industry.
- Production and management of all content on social media.
- Choosing appropriate Audio/Visual content to pass onto the Director of Music and others for approval.
- Selecting new initiatives (e.g. new social media platform, new hardware and software) that will develop the role and benefit the Choir.

**Person Specification**

Set out below are the qualifications, experience, skills and knowledge that are the minimum essential requirements for the role or are desirable additional attributes.

**Qualifications, Knowledge and Experience:**

1. **Essential:**
   - Degree standard of education.
   - Significant relevant working experience in a similar music industry role.
   - Solid understanding of and sympathy with the Anglican Choral Tradition.
   - Good knowledge of classical music and the operations of the classical music industry.
   - Demonstrable social networking experience and social analytics tools knowledge, as well as proven working knowledge of social media trends.
   - Excellent consulting, writing, editing (photo/video/text), presentation and communication skills.
   - A good eye for design and a good musical ear.
   - Excellent working knowledge of Microsoft Office (Word, Excel, Powerpoint), Adobe Creative Suite, especially Photoshop, Premier Pro, Audition), social media platforms, on-line software such MailChimp.

2. **Desirable:**
   - A competent musician, with some experience of performing with an ensemble (such as a chamber choir or orchestra).
Skills, Abilities and Competencies:

Essential:
- Highly organised, self-motivated, able to demonstrate initiative and ability to work on his/her own initiative and judgement.
- Positive attitude with good multi-tasking and organisational ability.
- Adaptable to an ever-changing work flow, with ability to cope well under pressure and with sudden changes in priorities.
- Ability to resolve issues and overcome objections efficiently and diplomatically.
- An impeccable eye for detail.
- Able to work with minimum supervision to multiple deadlines and prioritise workloads calmly and efficiently.
- Good team player.
- Ability to safeguard against potential problems arising and, if they do arise, resolve them quickly.
- Willingness to travel within the UK and overseas for up to three weeks per annum.
- Flexibility to organize work commitments around personal circumstances and the needs of the Choir, including evening and weekend working.

Terms and Conditions

Length of post: Permanent
Salary: The salary for the post will be between £32,305.58 – £36,008.70 p.a. (depending on experience) plus benefits
Hours of work: 36.25 per week
Location: The role is based in Cambridge.

Contractual benefits include:
- Membership of a Defined Contribution Pension Scheme after a qualifying period
- Additional Christmas salary payment
- Annual leave of 36 working days (inclusive of Bank Holidays)

Other benefits include:
- Free lunch in the College’s Buttery Dining Room (subject to a monetary limit)
- Access to a ‘cash plan’ healthcare scheme currently provided by Simplyhealth which provides some financial assistance towards the cost of everyday health expenses such as sight tests or dental check-ups after a qualifying period
- Free car parking close to the College (subject to availability)
- Free use of an on-site Gym
- Free life cover

The appointment will be subject to an initial probationary period of six months during which the appointment may be terminated by one week’s notice on either side. Following the successful completion of the probationary period, the period of notice is one month on either side.

St John’s College is committed to safeguarding and promoting the welfare of Choristers and Probationers and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service (DBS).
Recruitment Process

Please include in your application:

- A completed application form;
- A brief covering letter summarising why you believe yourself to be suitable for the role and why the role appeals to you;
- A full c.v.

Applications should be sent:

by email to: recruitment@joh.cam.ac.uk
or by post to: HR Department, St John’s College, Cambridge, CB2 1TP

to arrive no later than **9.00 am on Monday 23 October 2023**. Interviews are expected to be held during the week commencing **30 October 2023**.

In applying for this role, you will provide personal data which the College will process in accordance with its data protection obligations and its Data Protection Policy. Please see attached for a copy of our Data Protection Statement for further information about how we process your personal data.