



**ST JOHN'S COLLEGE  
CAMBRIDGE**

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**Further particulars for the post of  
Choir Marketing & Communications Officer**

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## **Requirement**

St John's College wishes to appoint a Choir Marketing & Communications Officer.

## **St John's College**

St. John's College was founded in 1511 by Lady Margaret Beaufort, the mother of King Henry VII. It is one of the largest of the University colleges and has some 530 undergraduate and 320 post-graduate students, and around 160 Fellows in a very wide range of academic disciplines. The charitable purposes of the College are the advancement of education, religion, learning and research. The College is currently able to accommodate all its students in College and nearby hostels and houses. All Fellows have a study in College and some are fully resident in College. Additionally, the College employs some 250 Assistant Staff. The College is a highly international community with approximately 15% of its undergraduates and 55% of its graduates coming from overseas.

Further information on the College can be found on the College website [www.joh.cam.ac.uk](http://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 second 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 training 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 & Communications Officer**

**Department: Chapel & Choir**

**Responsible to: Dean of Chapel**

## **Job Purpose:**

The role of the Choir Marketing & Communications Officer has three main areas of work:

- Management of the Choir's dedicated website, social media platforms and music streaming services;
- Production of Audio/Visual material for distribution;
- Project Manager for recordings on the St John's Cambridge label with Signum Classics.

## **Principal Responsibilities**

### Website, Social Media and Music Streaming

- In conjunction with the Director of Music, Albion Media, Signum Records and tour/concert promoters, 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;
- Develop new projects and initiatives to encourage audience growth and awareness of the Choir and its activities;
- Maintain and update streaming platform metadata including Spotify and Apple Music;
- Produce daily, weekly and monthly social media reporting on Facebook, Twitter, Instagram (including Instagram/Facebook stories) and YouTube, and other platforms as may be appropriate;
- Develop content for the Choir's new mailing service via Mailchimp, including breaking news, promotions and newsletters;
- Monitor and report compliance with Departmental Key Performance Indicators using social media and website analytics;
- Produce analytical reports for the Choir Advisory Committee and the Communications Committee.

### Audio/Visual

- Conceptualise, plan, shoot, edit and release innovative and eye-catching video content that will include:
  - Choir music videos featuring performances at services, CD recordings and external concerts, including overseas tours;
  - Feature videos which promote a variety of aspects of the Choir's activities;
  - Promotional videos to publicise CD releases, concerts etc;
- Take a range of high quality photographs at Choir events and pre-organised shoots for a variety of purposes, including populating the Choir's Instagram page;
- Maintain and develop the database of photographs;
- Project manage as well as continually develop the Choir's plans for live video streaming at services, concerts and on tour;
- Ensure that all Audio/Visual material complies with the Choir's quality control and consent procedures.

### St John's Signum Record Label

- Develop and agree release schedules with the Director of Music, Signum Records, Albion Media, other organisations and artists as required;

- Managing releases in line with release schedule, on deadline and in budget, including budgetary control of work submitted to external suppliers;
- Responsibility for accuracy of proof reading and quality control of artwork and product packaging;
- Source and initiate cover design ideas and concepts, collate track listing, photographic material, booklet notes, texts, biographies etc for all releases worked. This includes briefing designers and note writers;
- Where required liaising with Licensing Managers to ensure commercially competitive licensing terms and conditions;
- Develop strong relationships with artists, Signum Records and Albion Media to maximise marketing and product capabilities and deliver successful campaigns.

#### Liaison with External Bodies

- Act as a main day-to-day contact for Signum Records, Albion Media, Recording producers;
- Act as main contact for Premm Design and Doug Dawson design;
- Act as main point of contact for all enquiries received related to social media platforms or St John's/Signum recording label;
- Act as Brand Ambassador for all assets used by external promoters to ensure compliance with the Choir's agreed branding guidelines;
- Liaise directly with the Choir Website Consultant (John Kingsnorth) regarding website design, updates and repairs.

#### Liaison with College personnel

Close liaison with:

- The Dean of Chapel, Director of Music, Choir Administrator, other Chapel & Choir Department staff, Organ and Choral Scholars, Choristers and Probationers;
- The Communications Department to maximise publicity and PR for Choir activities;
- The IT Department regarding procurement of hardware and software, and all issues related to access to the University network;
- St John's College School Boarding House Staff and Social Media Manager to share information related to the Choir.

The list includes the principal accountabilities of the role but is not exhaustive. Other relevant duties may be specified by the Dean of Chapel and/or Director of Music

### **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:**

#### Essential:

- Degree standard of education
- A minimum of 1-2 years' working experience in a similar 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;
- Positive attitude with good multi-tasking and organisational ability;
- 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.

#### Desirable:

- Competent musician, with some experience of performing with an ensemble (such as a chamber choir or orchestra);
- Working knowledge of Raiser's Edge database.

#### **Skills, Abilities and Competencies:**

- Highly organised, self-motivated, able to demonstrate initiative and ability to work on his/her own initiative and judgement;
- 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;
- Comfortable with some international travel (maximum three weeks per annum).

#### **Terms and Conditions**

Length of post:	Permanent
Salary:	The salary for the post will be between £26,607- £30,472 (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 contributory pension scheme after a qualifying period
- Additional Christmas salary payment

- Annual leave of 36 working days (inclusive of Bank Holidays) pro rata for those not working a 5-day week

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 vulnerable adults, young adults and children, including the Choristers and Probationers from St John's College school, who sing in the College Choir. Applicants must be willing to undergo child protect screen appropriate to the post, including checks with past employers and The Disclosure + Barring Service.

## 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](mailto:recruitment@joh.cam.ac.uk)

or by post to: HR Department, St John's College, Cambridge, CB2 1TP

to arrive no later than **12 noon** on **Monday 3 December**. Interviews are expected to take place on **Wednesday 12 December**.

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.