

BENSLOW MUSIC

Job Pack Digital Marketing Executive

About Benslow Music

Benslow Music is a charity that creates music learning experiences for people of all ages. We support individual development, inspire curiosity, celebrate creativity, and share all the life-long benefits music brings. We do this through a programme of residential and day music courses, an instrument loan scheme and a concert series.

At our campus in Hitchin, we provide learning opportunities to adult musicians of all abilities. We support everyone from late-starters to early-career professionals in unlocking their potential. We offer around 150 short courses throughout the year, covering genres from classical and early to jazz to folk, and opportunities to explore solo, small and large ensemble playing. Through regular concerts we provide a platform for emerging and acclaimed artists.

Benslow Music is also home to the Benslow Music Instrument Loan Scheme, which holds a collection of over 800 string and woodwind instruments that are lent to young musicians aged 7-25. Each year over 500 loans ensure that borrowers, regardless of background, are able to grow and develop as musicians.

In addition, we carry out some commercial activities including letting bed and breakfast accommodation, meeting/practice room hires and a small retail offering.

Benslow Music began as the Rural Music Schools Association in 1929, offering musical education to people of all ages who were outside urban centres. In 1952, the four-acre Victorian estate in Hitchin was bequeathed to the RMSA and has since developed into a lively campus for music activity, with two recital halls, practice rooms, accommodation for around 50 people and an extensive music library. Renamed Benslow Music Trust in 1986, the Trust subsequently took responsibility for the Benslow Music Instrument Loan Scheme, which was founded in 1932 as a separate charity.

Benslow Music today is a thriving musical hub, continuing to develop its creative music activities for all ages. Current plans for the future include an expanded online offer, additional collaborative and partnership working, and further development of our site facilities and accommodation looking towards our centenary celebrations in 2029.

Benslow Music
Music learning for life
benslowmusic.org

Job Description

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|--------------------------|---|
| Job Title | Digital Marketing Executive |
| Department | Marketing & Development |
| Reporting to | Marketing Manager |
| Key Relationships | Head of Programmes, Instrument Loan Scheme Programme Manager; Development and Hiring Managers, Website development agency |
| Salary | £24,000-£28,000 pro rata dependent on experience |
| Hours | 3 days per week (0.6 FTE) Exact working pattern to be agreed |
| Contract | Permanent |
| Location | Benslow Music with some hybrid working possible |
| Benefits | 25 days holiday per annum pro rata, workplace pension scheme, plus further staff benefits |

Main Purpose

The Digital Marketing Executive plays a central role in sharing the life, energy and impact of Benslow Music with the world. This role is responsible for planning, creating and delivering digital marketing activity that grows audiences, increases course bookings, strengthens relationships with members and supporters, and reflects the warmth, expertise and creativity found across the Benslow Music campus.

Working closely with colleagues across programmes, concerts, the Instrument Loan Scheme, fundraising and venue hire, the role brings stories to life through content, campaigns and data-led insight. It balances creativity with clarity, and day-to-day delivery with long-term thinking as Benslow Music looks towards its centenary in 2029 and beyond.

Main Duties

Digital content and storytelling

- Plan and deliver engaging digital content across social media, email and web channels.
- Create compelling copy, imagery and video that reflects Benslow Music's tone of voice and visual identity.
- Capture the life of Benslow Music through courses, concerts, people and place, working on site regularly.
- Ensure all digital content is accurate, accessible and aligned with brand and style guidelines.

Social media and community building

- Manage and grow Benslow Music's social media channels with a focus on engagement, reach and relevance.
- Develop content that speaks to different audiences including newcomers, regular participants, artists, members and supporters.
- Respond to messages and comments in a warm, timely and human way.
- Identify opportunities for collaboration, amplification and user-generated content.

Campaigns and promotion

- Plan and deliver digital campaigns to support course sales, concerts, events, membership and fundraising. Some support for commercial activities will also be needed.
- Work closely with colleagues to understand priorities and translate them into clear digital plans.

- Schedule content effectively to support the booking cycle and organisational objectives.
- Carry out simple design work in Canva in line with brand guidelines and templates to support business opportunities.

Email marketing and CRM

- Create and manage email campaigns that inform, inspire and convert.
- Segment audiences thoughtfully to ensure messages are relevant and well-timed.
- Use data and insight to refine content and improve performance over time.

Website and digital platforms

- Maintain and update website content, ensuring it is clear, current and engaging.
- Work with external suppliers where needed to support development, optimisation and improvements.
- Support SEO best practice through excellent content structure and copy.

Insight and improvement

- Monitor performance across digital channels and report on what is working and why.
- Use data to inform decisions, test new approaches and continuously improve results.
- Share insight with colleagues to support learning and collaboration across the organisation.

General

All Benslow Music staff are expected to:

- Uphold the values of Benslow Music.
- Contribute to a positive and productive working culture.
- Uphold and demonstrate through their work a commitment to equality, diversity and inclusion.
- Act as an ambassador for Benslow Music when interacting other organisations and members of the public.
- Comply with Benslow Music's Health and Safety and Equality, Diversity and Inclusion policies.
- Undertake other duties as may reasonably be required from time-to-time to support the work of Benslow Music.

Person specification

We are looking to appoint someone who can offer an extensive balance of skills and attributes; the following criteria are all important. The successful candidate will need to demonstrate real evidence of ability to fill the role effectively. Applicants must have the right to live and work in the UK.

Benslow Music is open to all and we value the varied skills of everyone. We are an equal opportunities employer and we are committed to championing equality, diversity and inclusion in our workplace, so if you feel you are a suitable applicant, we encourage you to apply whatever your age, disability, religion or belief, sexual orientation, socio-economic background, gender, gender identity or race.

| | Essential | Desirable |
|---|-----------|-----------|
| Experience & Qualifications | | |
| Experience creating and managing social media content for an organisation (including video). | ✓ | |
| Knowledge of music, in particular classical, early jazz or folk genres OR experience of the arts and culture sector and/or the charity sector | | ✓ |
| A marketing or business qualification at A-level or above (or equivalent experience). | | ✓ |
| Skills | | |
| Strong communication skills, excellent written English and good attention to detail. | ✓ | |
| Familiarity with basic image editing tools (e.g. Canva) and scheduling tools (e.g. Meta). | ✓ | |
| Video editing skills (basic level acceptable). | ✓ | |
| Fully digitally literate, particularly with Microsoft Office | ✓ | |
| Confident working with website CMS (e.g. Craft or similar). | | ✓ |
| Knowledge | | |
| Understanding of and demonstrable commitment to equality, diversity and inclusion. | ✓ | |
| Understanding and appreciation of Benslow Music's work. | | ✓ |
| Understanding of SEO principles and analytics tools (Google Analytics, Meta Insights). | | ✓ |
| Insight into current best practices or trends in digital marketing. | ✓ | |
| Qualities | | |
| Strong organisational and time management skills and ability to deliver across multiple workstreams and meet deadlines independently. | ✓ | |
| Confident working with people of all ages and backgrounds. | ✓ | |
| Ability to work flexibly in response to business needs. | ✓ | |
| Ability to work both collaboratively and independently. | ✓ | |

How to apply

To apply please email your application to ria.humphrey@benslowmusic.org

Subject line: **Digital Marketing Executive application.**

You will need to include:

- A CV detailing your relevant experience and skills.
- A cover letter explaining why you are interested in this role at Benslow Music, showing how you meet the person specification. Please also include an example of a social media post or web page you have worked on.
- A completed equality and diversity monitoring form (available via the job page on our website).

Benslow Music aims to be an inclusive organisation, as well as the application materials, we ask applicants to complete our equality and diversity monitoring form to help us monitor our work in this area. These details are collected and stored independently to your application and cannot be traced back to you.

If you have any questions regarding the role or application process, or would like an informal conversation about it, please email: sue.thaw@benslowmusic.org

We are keen to ensure that our recruitment process is accessible to everyone. If you have any access requirements or barriers to application, please email reception@benslowmusic.org to discuss how we might make reasonable adjustments to the process.

Closing Date: Monday 2nd Marc. Please note, the closing date is a guide only and applications may be closed early if we receive a high number of submissions. Please send your application as early as possible to avoid disappointment.

Interviews: Interviews will be on a rolling basis, and will include a short, written exercise. Please let us know if there are any dates you are not available for an interview when you submit your application.