



Oh Yeah Music Centre, 15-21 Gordon Street, Belfast, BT1 2LG

Charity NIC100904

Phone: 02890310845

### **JOB OPPORTUNITY**

### **MARKETING AND COMMUNICATIONS OFFICER**

**OPENS Friday 15<sup>TH</sup> March 2024**

**DEADLINE FOR APPLICATIONS - 5PM Friday 5th April 2024**

**E-MAIL APPLICATIONS TO: [recruitment@ohyeahbelfast.com](mailto:recruitment@ohyeahbelfast.com)**

**Contract runs May 2024 – August 2025**

### **KEY DETAILS**

**Job Title:** Marketing and Communications Officer

**Location:** Oh Yeah Music Centre, 15-21 Gordon Street, Belfast, BT12LG

**Salary:** £22,037 gross pa (fixed term 15 months)

**Full time post:** 35 hours per week

**Development Support:**

This is an opportunity that will include mentoring and development support from staff, board and industry professionals.

**Contract commences:** May 2024

### **JOB SUMMARY**

This is a fantastic opportunity for someone that would love to work in marketing and communications for a music and cultural organisation such as Oh Yeah. An exciting fast paced role with multiple projects to promote and plenty of opportunity to be creative with ideas. The successful candidate will work strategically to effectively communicate, promote, develop and build awareness and engagement in Oh Yeah events and projects.

This post is made possible with funding through 'Art Work' an Employment and Skills Initiative for the Arts Sector, supported by the Department of Communities through Future Screens NI.

## **JOB DESCRIPTION**

Position: Marketing and Communications Officer

This is an exciting, fast-paced role suitable to someone with creative flare and a huge enthusiasm for music. We are seeking an individual with outstanding writing skills, confident communication abilities, and a knack for organisation. As a self-starter with a proactive mindset, you'll play a crucial role in executing diverse campaigns, from promoting and marketing events to devising innovative ways to convey the impactful work of Oh Yeah.

In this role, you will maintain an up-to-date, fresh, consistent, and accurate online presence, demonstrating a keen understanding of content and engagement dynamics. Transforming intriguing angles into positive stories will be second nature to you.

As the successful candidate, you will spearhead external communications and marketing efforts for Oh Yeah projects and services. Responsibilities include managing regular updates across our websites, newsletter, and social media channels. Your role will involve generating innovative content, contributing to the development of a sustainable social media and marketing strategy, and fostering growth in our following and engagement across all communication channels.

You will actively shape our messaging to attract and engage diverse audiences, including musicians, industry professionals, volunteers, and stakeholders. Additionally, you will play a pivotal role in raising awareness of our programs and their positive impact. Your ability to capture and analyse key data for reporting purposes, utilising surveys, feedback, questionnaires, and ticket sales information, will contribute to understanding and building our audiences effectively.

While this opportunity will be exciting to you, mentors and support will be available to you to help you build your skills in music marketing, communications, and network building.

We are in search of an agile and enthusiastic individual capable of quick information absorption and adaptability in handling a diverse workload. Oh Yeah, as a small yet ambitious organisation dedicated to music and positive change, values proactive self-starters with strong communication skills who thrive in a collaborative and dynamic team environment. If you are ready to make a significant impact and contribute to our mission, we invite you to apply for this opportunity.

A key part of this role will include planning, coordinating and implementing strong messaging, communication, content creation and promotion of the following:

- Venue, events and services (rehearsal rooms, room hire and sponsorship packages)
- NI Music Exhibition and Belfast Music Bus Tour
- Sound of Belfast Festival
- NI Music Prize
- Talent Development and music industry initiatives at Oh Yeah

- Women's Work
- Youth Outreach programmes
- Music & Older People programmes
- Keeping up to date on any external opportunities or support for musicians that should be shared

### **Key accountabilities**

#### ***Content creation and communications planning***

- Develop new and engaging content to showcase our work, events and projects - including website articles, blogs, social media updates, case studies and other resources.
- Keeping content up to date, fresh, accurate and consistent.
- Help develop and maintain a portfolio of branded assets/photos promoting our services and ensure team members have collateral when and where they need it.
- Work with each relevant team member on their communication priorities – helping to plan and implement campaigns to keep up engagement with existing audiences and to work creatively to build new audiences across all our projects.

#### ***Website management***

- Manage regular updates on our websites – refreshing, updating and adding news items, articles and downloadable resources.

#### ***Social media management***

- Daily management of our multiple social media channels (Facebook, X, Instagram, Tik Tok, YouTube) , creating original and engaging social media posts using graphics, film and photography and proactively and reactively engaging with our audiences.
- Plan, coordinate and manage live and post event social media content at Oh Yeah events.
- Use analytics to report on pre and post engagement results of digital campaigns, track monthly performance across channels and inform future activity.

#### ***Newsletter campaigns***

- Manage and create engaging monthly newsletter campaigns for multiple programmes and projects at Oh Yeah.

#### ***Communications and Networking***

- Draft and present press releases and news stories on a regular basis.
- Regular contact and sharing of info with our PR professional.
- Act as a spokesperson when required for promotional purposes in radio, TV or other interviews.
- Attend networking events or gigs that help promote our work and the artists we work with.
- Up to date communications internally – team news, updates etc

#### ***Monitoring and Evaluation***

- Research, write, conduct interviews, design questionnaires and present info for reports website updates or case studies.
- Capture key data such as ticket sales, audience engagement, feedback etc from events to present for impact reports.

## **Person specification**

### ***Skills/ Knowledge/ Expertise & Personal attributes***

#### ***Essential***

- At least one year's experience in a marketing and communications role.
- Confident and professional communicator with the ability to network at events.
- Enjoys the buzz of an event with the acumen to spot a marketing or communications opportunity to help create content.
- Demonstrable experience of managing a diverse workload; being able to prioritise tasks and work under pressure.
- Open to new challenges and keen to learn.
- A “can-do” attitude and creative approach to a limited marketing budget.
- Calm and patient when dealing with a range of internal and external stakeholders at all levels.
- Experience of working to tight deadlines.
- Excellent proof reading, copywriting and editing skills.
- Excellent digital skills, including experience of content management systems such as WordPress & Squarespace.
- Understanding of the basic principles of search engine optimisation, experience of email marketing systems and social media tools.
- Ability to effectively write and edit copy for different audiences.
- Strong organisational and administrative skills including excellent attention to detail and effective time management.
- Experience of Word, PowerPoint and Excel.
- Ability to upload videos to YouTube and create info graphics
- Strong interpersonal skills and ability to work with different teams.
- Team Player: works collaboratively and flexibly to achieve outcomes and is keen to add value to the organisations culture and ethos

#### • ***Desirable***

- Marketing, comms or PR qualification
- An excellent understanding of the local and wider music industry
- An ability to analyse data.
- Experience of working in a small team.
- Experience working in music or arts.
- Current UK driving licence

#### • ***Other***

Able to undertake work in the evenings and at weekends

## **HOW TO APPLY**

### **Application process:**

- 1) Please send us an up to date CV (no more than 1 page) – detailing any

qualifications, training, any relevant work or voluntary experience. Please also include contact details for two referees who are current/previous employers and/or someone who has taught you at school, college or university.

- 2) A covering letter (no more than one page) telling us why you are the person for this job, setting out your interest in and suitability for the role based on the criteria above and highlighting why you'd like to work for Oh Yeah. Be creative, tell us why this matter to you.

Total documents required as part of your overall application?

2 pages!

1 for your CV

1 for your covering letter.

### **Timelines:**

The closing date for applications is **5pm Friday 5<sup>th</sup> April 2024**.

Successfully shortlisted candidates will be notified no later than Wednesday 10<sup>th</sup> April 2024.

Interviews on 15<sup>th</sup> April.

All applications should be e-mailed to [recruitment@ohyeahbelfast.com](mailto:recruitment@ohyeahbelfast.com)

We may:

- ask applicants to do a presentation/undertake a seen/unseen task
- involve the wider team in recruitment/interviews.
- opt to have a second round, if needed.

Oh Yeah is an equal opportunity employer and committed to ensuring that the talents and resources of all our employees are utilised to the full. We do not and will not discriminate unfairly against any individual in matters of recruitment or selection for any position, promotion, development or training on the grounds of perceived religious or political affiliation, sex, sexual orientation, marital status, disability, colour, race or ethnic origins.

### **Job offer**

- Any job offer will be subject to any pre employment conditions including satisfactory references.
- Contract commences May 2024.

