

# Marketing and Communications Consultant

## Role Specification

Jazz North is seeking an experienced marketing and communications consultant to undertake a review of its external communications function, to develop a comprehensive marketing strategy and provide practical advice and support in its implementation. A key part of the process will be to evaluate and improve current digital marketing activity, including the development of a new website that better illustrates Jazz North and its activities; establish and implement an appropriate social media communications schedule and voice; and establish the Jazz North 'voice'. Whilst the core focus of this contract will be strategic, a hands-on approach may be required to support implementation in some areas. The successful candidate will be a good all-rounder who understands the challenges faced by small organisations without a dedicated marketing team.

### About Jazz North

Our **vision** is that the north is recognised within and beyond the area as a leading UK talent hub for jazz.

Our **guiding principles**:

- Artists will be at the heart of every project we support
- Our work will value and promote diversity in all its forms
- Our work will demonstrate openness and transparency

Jazz North is the Strategic Development Agency for jazz in the north of England. Founded in 2012 to help address gaps identified in jazz provision and to create cohesion across a largely disparate scene, it is the only organisation of its kind in the UK. The organisation has been funded by Arts Council England (ACE) since its inception with National Portfolio Status (NPO) since 2015 and will continue to be funded by ACE from 2018 as a Sector Support Organisation (SSO). This shift from NPO to SSO is significant, reflecting our strategic positioning, both geographically and in terms of purpose.

Jazz North is unique in its approach to supporting and nurturing jazz. With a pan-northern territory, it has an ethos and method of delivery that are rooted in artist development, cultivating partnerships and networks, recognising the expertise and established positions of other organisations, and working to add value to their efforts. Whilst our purpose is to support and develop the sector, creativity is at the heart of our approach and our primary aim is to ensure that excellence in jazz is thriving across the north of England.

During 2017, more than 13,000 people, including 900 children and young people, engaged with live Jazz North. The following are examples of current, public facing activity:

**northern line** – northern line (NL) is our pioneering, subsidised roster scheme which supports northern based jazz artists with performance opportunities, touring support, CPD and showcase opportunities. Up to 10 bands (50 musicians) per year from across the jazz genre are selected for the scheme by an independent panel of industry professionals.

**Beyond the North** – Where appropriate, we support some of these northern line artists to build a national profile with a diverse range of promoters from across the UK and Europe. We are working towards delivering a Beyond the North Showcase for each northern line roster within the next two years.

**Jazz North Introduces** – 2 emerging (16-24) young northern jazz ensembles are selected each year and offered up to 6 high profile performance opportunities at established northern jazz festivals. The selected artists will also be offered marketing support and ongoing mentoring during their time on the scheme.

*“So wonderful to see such staggering talent and potential in such a young band.”* Liverpool Jazz Festival

**Mentoring and career development** – In consultation with artists across the north, we are developing a professional development programme aimed at supporting artistic talent and innovation and equipping musicians for a portfolio career. This includes professional mentoring support, workshop style ‘CPD’ days and networking opportunities.

**Education networking conference** - Our annual education networking conference brings together music hubs, practitioners and education professionals to create opportunities and share best practice.

**Alt-Shift-J** - A one-day pop-up jazz festival, curated by young people and aimed at their peers, will take place in locations across the rural and coastal areas of the north in Autumn 2018. The festivals will be live streamed online and outreach workshops will help to increase local engagement.

## Contract Brief

The main purpose of this contract is to advise and support the Jazz North staff team in the delivery of communications that promote its activities and its programmes to external audiences, communities and stakeholders; and to create a coordinated marketing, communications and public relations strategy that can be delivered by a small team. Working closely with the Senior Management Team, the consultant will advise and help shape the ways we communicate with, learn from and respond to our various stakeholders and will help to develop pro-active campaigns that drive wider engagement with our work. Jazz North has little or no direct contact with audiences and so 'audience development' for its own sake is not a major priority for the marketing strategy although building a support base of northern jazz enthusiasts would be a secondary goal. The requirements of the contract are analyse the current collateral and procedures, advise on realistic improvements and to develop the systems, schedules and processes that a small staff team can maintain when the consultancy comes to an end.

## Situational analysis

Jazz North is a small and relatively new organisation that operates a virtual office with no fixed premises. The organisation operates across the north of England with a staff team of two full time and two-part time employees. The combination of these factors has led to an ad hoc, reactive approach to marketing and communications. Whilst every effort is made to undertake basic marketing activity, we realise that the lack of a proactive approach to external communications about our activity, opportunities and successes is impacting on our ability to establish a recognised identity and build engagement and support for the work we do. Current issues include

- The website was created in 2012 as a short-term measure when Jazz North was first established. Although updates and redesigns have taken place internally, the organisation's remit has since grown and the website no longer accurately describes Jazz North and its work. As our activity has increased, website navigation has also become complicated. As a Sector Support Organisation, our website should be a resource that enables us to consult and communicate with the jazz sector and our stakeholders effectively and, potentially, we see the possibility of developing new services that are accessible via our online portal although further research is required to ascertain what these services might be (e.g listings, ticket sales, gig swaps etc).
- The organisation holds several supporter databases in various locations. These include: former e-list subscribers; contact details for our network of ambassador musicians; contact details for promoters; publicly available contact details for music hubs and funders etc; and personal contact lists accumulated through the delivery of Jazz North activities but held on private computers. Most of these databases are relatively small (<100) The company currently holds a subscription

to *Insightly*, where some of this information is held, but this software is not used to its fullest extent. Our ambition is to explore options for bringing together these different data streams into an integrated solution that is accessible by remote workers (with permissions).

- Until September 2017, Jazz North paid for the production of a weekly jazz 'round up' newsletter *Northern Jazz News*, written and published by a freelance jazz musician. This was hosted independently of Jazz North's website. We now hope to establish a different format and process for the delivery of a monthly newsletter that clearly aligns with Jazz North activities and relevant news and that can act as a tool to engage existing and new Jazz north audiences.
- Whilst we have established a brand identity, this is often diluted by the strong identity that our flagship project northern line has developed over the years. We would like to address this issue and ensure that a clear message about ownership of northern line is understood by media, audiences, beneficiaries and other stakeholders.

## Contract requirements

- To study company profile and operations to understand its marketing needs;
- To work with the Senior Management team and lead on the planning and creation of a new Jazz North website including the development of the initial brief and appointment of contractors within an agreed budget;
- To undertake a companywide audit of data, researching and advising on CRM software and integration capability, overseeing any migration, ensuring that all data management is compliant with General Data Protection Regulations and contributing to Jazz North's Data Management Policy (currently in development);
- To develop and implement a marketing strategy according to objectives and budget;
- To advise and refine the current digital strategy to ensure that its communications objectives are realistic, and relevant;
- To advise on the development of our online presence through blog sites, live streaming and exclusive content;
- To support and advise on the management of messages and stories to local media and stakeholder groups through media releases, newsletters, partnerships and placement of stories and features in printed and online form, creating templates for such releases where appropriate;

## Project Management

Jazz North's Executive Director will oversee the management of this assignment. The selected consultant will work closely with Creative Director, Nigel Slee, and will liaise with individual team members as required.

## Budget

The fee available for this consultancy is £4,000 (including personal expenses and VAT). An additional budget, to be agreed in advance, is available for specific costs required to implement the strategy including software, complementary services (e.g newsletter content creation and distribution) and website development.

## Responding to this Brief

The successful applicant should meet the following minimum requirements:

- Proven experience in devising and implementing marketing and communications strategies within the arts sector;
- In-depth knowledge of marketing principles and best practices;
- Advanced knowledge of digital marketing;
- Ability to think strategically and analytically;
- Excellent communication (oral and written) and presentation skills;
- Ability to find solutions with limited resources;
- Proficient in MS Office/Working knowledge of IT and marketing software (e.g. CRM)
- Understanding of the regional and UK jazz scenes and/or knowledge of the cultural landscape on the north of England;

A response indicating how the consultant would meet this brief should be submitted Lesley Jackson, Executive Director at [lesely@jazznorth.org](mailto:lesely@jazznorth.org) by 10 am on 26<sup>th</sup> March 2018. Please use **Marketing and Communications Consultancy** in the subject line.

This should include:

- A brief proposal outlining how you would approach the work, a summary of your skills, suitability and experience and examples of similar contracts that you have undertaken within the last two years.
- An up-to-date CV
- Names and contact details of two referees (email/phone details preferred)

Any queries relating to this brief can be addressed to Lesley Jackson at [lesley@jazznorth.org](mailto:lesley@jazznorth.org).