



We currently seek a highly motivated individual to drive our press and marketing strategy, with a strong focus on audience engagement, brand awareness, digital and social media. This is an exceptional opportunity to lead on PR, marketing and sales for an award-winning music charity which works to ensure the voices of the best British and Irish composers are heard globally and in perpetuity.

Working closely with, and reporting to, the Creative Director, along with the whole team, you will be responsible for ensuring continuous visibility and profile; highlighting our releases and extensive back catalogue plus the work we do to support composers, from early career to great titans of the C20th.

This is an exciting time for NMC. 2024 marks our 35th year and we have a vibrant release schedule planned over the next few years.

### About NMC

NMC Recordings is a unique arts charity and record label, dedicated to the promotion of exceptional contemporary classical music from Britain and Ireland. The vital role that we play in the new music sector means that without NMC, hundreds of important works would not be recorded and heard by audiences across the world.

NMC supports composers at every stage of their career: from the emerging names taking part in our talent-development partnerships, to the rising-stars releasing their first portrait album in our Debut Discs series, and through to music by established voices that needs to be heard and is not available elsewhere. NMC has become a trusted brand, relied on by critics and commissioners around the world who want to have their finger on the pulse of cutting-edge classical music.

Increasing diversity in the music industry is at the core of NMC's work. We are focused on collaborating with communities that are traditionally under-represented in classical music, ensuring that these exceptional creative voices are heard. NMC is a National Portfolio Organisation of Arts Council England, and as a registered charity we rely fully on donations to fulfil our work.



Over the last five years NMC has delivered excellent education projects, taking new music into the classroom through a series of free digital resources and in-person creative music-making projects. Our strategy targets diverse communities and we work closely with local Music Education Hubs to best meet their needs. Projects are delivered free-of-charge, to benefit those who otherwise may not receive extra-curricular musical opportunities.

The composer Colin Matthews founded NMC 35 years ago to remedy the almost non-existent representation of living British composers in the recording catalogues of major labels at the time. NMC's invaluable work supporting the rich breadth of compositional talent from across Britain and Ireland means that our catalogue now holds more than 300 albums, and is a diverse living archive of classical music spanning multiple generations of composers.



### NMC:

- has released over 300 recordings of high-quality performances.
  - has featured more than 600 major international artists and ensembles.
  - has recordings that are available in 150 countries.
  - has received a combined 29 million downloads and streams in the last ten years.
- has sold more than 37,000 CDs in the last ten years.
  - has a non-deletion policy – all recordings are permanently accessible to the public, making it a national living archive of British and Irish contemporary classical music.
  - was the first organisation to receive the prestigious Royal Philharmonic Society's Leslie Boosey Award for "its outstanding contribution to the furthering of contemporary music".
  - Colin Matthews, NMC founder and Executive Producer received the Gramophone Special Achievement Award 2017 for his "unique contribution to British contemporary music as founder and executive producer of NMC".

*"In the almost 35 years since its founding NMC has become a national treasure, introducing listeners all over the world to new music by composers from Britain and Ireland. Their ambitious vision and dedication is unwavering and this is reflected in the quality of what they continue to achieve. NMC is an indispensable part of our history and our future: long may it flourish!"*

*Sir Simon Rattle, NMC Patron*

## Job Description

- Term:** This appointment is a permanent position
- Hours:** Full-time (5 days / 35 hours per week)
- Location:** NMC's office is in Bethnal Green, London E2 9PL. We embrace hybrid working – home/office – and are open to flexibility, though regular time in the office is essential
- Salary:** In the region of £30k p/a – salary to reflect experience of successful candidate
- Holiday:** 23 days holiday, plus bank holidays and the period between Christmas and New Year
- Pension:** Once a three-month probationary period has been completed, employees are eligible to join the auto enrolment pension scheme

### Line

**management:** The Sales and Marketing Manager is line-managed by the Creative Director

## Duties

### Marketing

- Create marketing plans around NMC releases and those from the third-party record labels we distribute.
- Work closely with composers/artists to discuss ideas and generate content for promotion.
- Manage NMC's social media channels to ensure continuous visibility and grow profile.
- Manage calendar of external communications across the organisation.
- Create regular email marketing campaigns, sending out newsletters to audiences and press.
- Create and update playlists on DSPs (Spotify, Apple Music etc) to promote new and back-catalogue releases.
- Create graphics/videos for promotions, campaigns and new releases.
- Manage the annual marketing budget.
- Lead on content creation for website. Ensure that it is regularly refreshed with engaging and up-to-date content.
- Lead on event planning for album launches, when required.
- Design and print any leaflets/posters/banners required for events, working with external designers where necessary.
- Design and book paid adverts in magazines/concert programmes.
- Monitor engagement on campaigns, audiences and customers and compile stats and analytics data.

## **Press**

- Design and write engaging press releases and distribute via monthly press newsletter.
- Pitch new and catalogue releases to press and broadcasters for coverage/airplay. Implement proactive, targeted follow-ups on key press, tailored to each release or campaign.
- Manage Press contacts and make sure they are kept up to date on our CRM database.
- Maintain and nurture relationships with key press, research new opportunities for coverage.
- Maintaining the press distribution folders on Dropbox (audio, covers, PRs).
- Liaise with distributor to coordinate the small physical press mailing.
- Maintain and add to digital archive of press coverage.

## **General Communication Management**

- Responsible for the organisation brand identity with external parties.
- Work with the rest of the organisation to build strategy and manage consistent brand across all parts of the organisation.
- Liaise with website developer regarding updates and maintenance.

## **Sales**

- Typeset sales notes for distributors and ensure circulation.
- Liaise with our lead distributor Proper, pitching new releases for playlisting and implementing in-store and digital marketing and promotion campaigns.
- Provide Proper with regular press updates (reviews, airplay etc) that can be shared with stores, overseas distributors etc.
- Process sales data on Curve (royalty software) and analyse income and trends.
- Prepare quarterly sales reports for senior team and trustees.
- Liaise with our financial consultant re. distributor invoices and payments.
- Work closely with the Recording & Production Manager on new release strategy and ordering stock.
- Manage all aspects of NMC online Shopify store, including adding new releases, maintaining accuracy of catalogue, sales, and customer service.
- Liaise with Fulfilment team at Proper music regarding orders from store.
- Using Curve platform, submit sales data for MCPS quarterly reports.
- Using Curve platform, assist Recording and Production Manager with sales data for bi-annual royalty run.
- Along with other NMC team members, represent NMC at album launches, and other in-person sales events.

## **Governance**

- Prepare and present papers at the NMC Board Meeting.
- Aid in the recruitment process where necessary.

## **General**

- Any other duties that can reasonably be requested to further the objectiveness of the Charity, in line with the broad parameters of this role.
- Attend recording sessions, when required.

## **Key Relationships**

### **Internal**

- Executive Director; Creative Director; Recording & Production Manager; Head of Fundraising; Development and Office Assistant; Board of Trustees.

### **External**

- Press, media, distributors, website developers, composers, artists, and NMC's audience/customers.

## **Person Specification**

This role would suit a highly organised arts professional with an appreciation for the arts, particularly music. You will be an excellent communicator and engaging writer with visual flair, confident in creating and delivering marketing and promotion strategies.

Hard-working, methodical, proactive and self-motivated, being able to work as part of a small dynamic team, with an analytical and enquiring mind, flexibility and a desire to learn.

### **Experience**

- A minimum of two years marketing experience for an arts organisation.

### **Attributes and skills**

- An engaging writer and communicator, and skilled networker, with excellent presentation and interpersonal skills, and with the ability to advocate for NMC's charitable purpose to external stakeholders and partners.
- Skilled at using social media platforms (particularly Instagram, Facebook and X), keeping up to date with the trends of online marketing.
- Technically confident, with proficiency in office software: Excel, Word, with some experience of InDesign & Photoshop.
- Excellent organisational and prioritisation skills, with experience of delivering multi-faceted projects within tight timeframes.

- Ability to work collaboratively and flexibly, both with colleagues and external partners, with a willingness to listen.
- Office experience, preferably within an arts/culture organisation.
- Ability to manage and work to budgets, and experience of looking at and interpreting sales figures.
- Knowledge of CRM databases, including segmentation and targeting for personalisation.
- Well organised, with the ability to work under pressure, execute plans and schedules, and manage own workload and time efficiently.

### What we will offer you

- A rewarding and broad role in an award-winning arts organisation which enjoys the highest reputation and has impact nationally and internationally.
- A role in a small, committed team with ambition for the organisation and its future.
- An open, collaborative and supportive workplace where every individual counts.
- Flexible working – partly in our office in Bethnal Green (which has excellent public transport links) and partly from home.
- Generous leave and enrolment into the Company's automatic enrolment pension scheme on the successful completion of the probationary period.
- The opportunity to make a difference to the lives and development of this country's finest composers, to the creation of a unique archive of new music, and to the education and development of talented young people regardless of their background.
- The chance to learn about the recording industry and NMC's unique place within it.
- A very warm welcome!



## How to apply

Interested candidates should send a CV and covering letter (no more than two sides of A4 each), outlining their interest and suitability for the role, to NMC's Creative Director, Eleanor Wilson, at this address: [eleanor@nmcrec.co.uk](mailto:eleanor@nmcrec.co.uk)

**Closing date:** Monday 25 March 2024 (10 am deadline)

For an informal conversation about the role please contact Eleanor Wilson, on [eleanor@nmcrec.co.uk](mailto:eleanor@nmcrec.co.uk)

**First Interviews:** Thursday 4 April 2024 at St Margaret's House, Old Ford Road, Bethnal Green

**Second interviews:** Wednesday 10 April 2024

NMC is particularly keen to receive applications from candidates from under-represented groups and communities, including those from global majority backgrounds and/or with characteristics protected under the Equalities Act, including race, disability, sex, gender, sexual orientation, gender reassignment, and religion and belief.

We would ask that you complete our Equality and Diversity monitoring form to help us assess this recruitment process. The Appointment Panel will not see the forms submitted.

[NMC Equal Opportunities Monitoring form \(google.com\)](#)

NMC is committed to making all necessary adjustments to ways of working to ensure universal access, to accommodate to the access needs of its workforce, whatever they may be. Please contact us if you wish to discuss access issues.

## The NMC Team

**Executive Director:** responsible to the Chair and Board of Trustees for the leadership and strategic direction of the charity.

**Executive Producer:** advises on A & R-related matters.

**Creative Director:** designs and delivers artistic programme and projects; oversees production, manufacture, marketing and sales functions.

**Head of Fundraising:** leads on all areas of fundraising for the organisation.

**Office and Development Assistant:** supports Head of Fundraising; closely involved in delivery of fundraising and office administration.

**Recording & Production Manager:** leads on recordings and production activity.

**Sales & Marketing Manager:** *see above.*

**Finance Consultant:** freelance services covering book-keeping, payroll, management and annual accounts.