

SOUND ROOTS

RECRUITMENT PACK



Welcome to Sound Roots

Thank you for your interest in joining the Sound Roots Team.

Sound Roots champions the folk, roots and acoustic music sector in England through a broad programme of showcases, festivals and events, artist mentoring, industry training, audience development, international partnerships and brand advocacy.

Since joining Arts Council England's National Portfolio in 2018, Sound Roots (formerly known as English Folk Expo) has undergone significant change and growth, moving from an annual showcase event to a broader organisation supporting the complete development of the English folk, roots and acoustic music industry for the public benefit.

We are a registered charity (#1192064) and a company limited by guarantee (#9929705)

To Apply

Please submit a CV and short covering letter (of no more than 2 sides of A4) explaining why you are interested in the role, how you meet the criteria set out in the job description.

For an informal conversation about the role, please arrange a phone call with our Chief Executive, Tom Besford by emailing Tom@soundroots.uk

Application deadline: Friday 26th January 2024. Shortlisted candidates will be invited to an informal interview, either in person or via Zoom.

Contact: kate@soundroots.uk



Former Artist Mentoring Programme Participant Lady Nade recording a Virtual Showcase.

Our Trustees

Name	Role	Experience
Kellie While	Chair & Trustee	Head of 7digital Creative
Keith Harris OBE	Trustee	PPL / Management / Lecturer
Alexandria Carr	Trustee	Music Programmer, Southbank Centre
Richard Haswell	Trustee	Head of Programme, Liverpool Philharmonic Hall
Gavin Sharp	Trustee	CEO, Inner City Music (Band on the Wall)
Jo Frost	Trustee	Journalist
Katy Rose Bennett	Trustee	Musician
Louisa Davies	Trustee	Senior Producer
Jo Kay	Trustee	Audience Development Consultant
Freyja Handy	Trustee	Senior Legal Counsel, ASM Global
Tom Shallaker	Trustee	Development Manager, Lighthouse Poole
Jennie Higgins	Youth Trustee	Musician
Hannah Toomis	Youth Trustee	Music Management



Beans on Toast at Manchester Folk Festival 2019 in the O2 Ritz

Our Mission, Vision and Values

VISION

The folk, roots and acoustic music sector in England is an exemplar of growth and sustainability for all independent and grassroots musicians and the people they work with.

MISSION

Sound Roots builds sector networks, provides learning and mentoring, and develops audiences for the grassroots and independent music industry, with a particular focus on folk, roots and acoustic in England.

VALUES

We are dynamic, equitable and transparent
In our decisions and actions: we champion equality, inclusion and fairness, we act with environmental responsibility.

CHARITABLE OBJECTIVES

To advance the public's appreciation of the art of folk music by

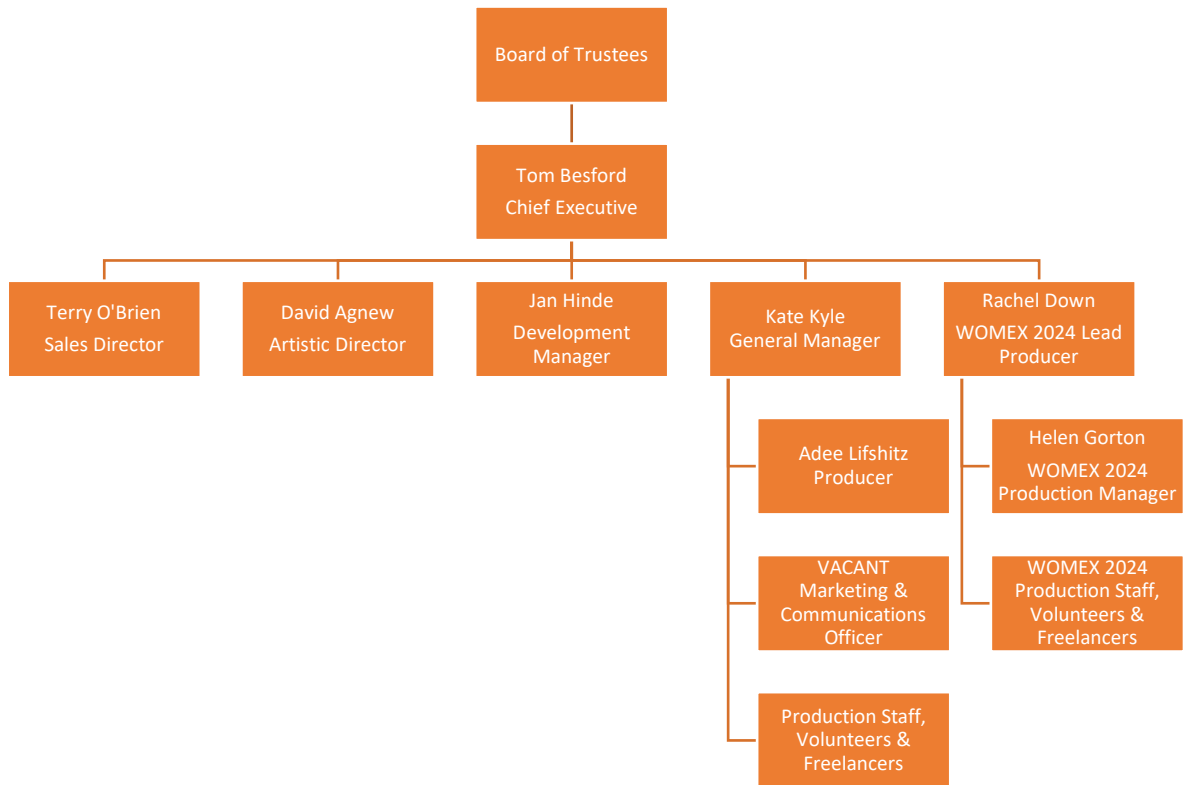
- providing folk music acts with the opportunity to be able to perform at concerts, festivals and other events
- increasing public access and exposure to folk music through developing, promoting and encouraging its practice.

The term 'folk music' includes both contemporary and traditional forms.



The English Folk Expo Trade Fair at Stoller Hall, October 2023

Charity Structure



Marketing & Communications Officer



Location Primarily working from home but weekly visits to our central Manchester office, must be local to Greater Manchester

Hours of work 3 days per week (0.6 FTE)

Accountable to General Manager

Accountable for N/A

Salary £27,000 pro rata

Contract Type

Permanent. Whilst we envisage the role being PAYE, we welcome conversations from individuals interested in a freelance contract.

This role has the potential to be increased to full time hours until November 2024. If this is of interest, please include reference to this in your application.

Special conditions

Working hours and location will be flexible to suit the needs of the organisation. Might include UK and international travel for meetings, conferences and events, if needed.

25 days annual leave pro rata and inclusion in the Employer Pension Scheme.

This role will require regular in person meetings in Greater Manchester therefore the successful applicant will live locally to the city region.

How to apply

Please email a CV with 2 page covering letter plus a completed equality and monitoring information form* to Kate Kyle – kate@soundroots.uk

Applications should be received by 26th January 2024 with interviews expected on Monday 5th February 2024.

For an informal conversation about this role, please contact Tom Besford – tom@soundroots.uk

JOB DESCRIPTION

1) Purpose and objectives of the role

This exciting role is an exceptional opportunity to help Sound Roots reach as wide a public audience as possible for our live and online public events programmes.

Using your passion, experience and expertise you will ensure that the marketing, communications and audience development strategies are created, developed and implemented for all of our programmes including English Folk Expo, Manchester Folk Festival, Official Folk Albums Charts, and a year-round live events programme. Until November 2024 this role will also include Marketing and Comms work on WOMEX 2024, for which Sound Roots is the event delivery partner.

You will have a key role in the development of Sound Roots projects and programmes, working with the Sound Roots Artistic Director and other team members to ensure that projects reach a wide audience, achieve agreed sales targets and are delivered within programme budgets.

This is an excellent opportunity for an experienced, dynamic and self-motivated audience and communications professional looking for a new challenge or the next step in their career.

2) Duties and responsibilities

- Develop audiences, including those that are hard to reach.
- Develop and implement a marketing, media and audience focused strategy that will enable Sound Roots to achieve its stated artistic, audience development and financial objectives.
- Manage all Sound Roots social media channels, including sending a monthly newsletter.
- Manage the day-to-day running of the marketing function, budget, resources, campaigns, and creative work.
- Closely monitor ticket sales to ensure maximum income possible for each event.
- The role will work closely with the Artistic Director to achieve a balanced programme for the organisation.
- Support the ambitions of the organisation, build awareness, promote Sound Roots as a charity, and maximise all available marketing, communications and audience development opportunities.
- Act as the central focal point for communications within the organisation

3) Person Specification

Experience and knowledge

Essential

- Successful delivery of an audience development and marketing strategy within the live music sector
- Proven track record in achieving sales targets for an artistic programme
- Experience of delivering primarily digital engagement campaigns
- Knowledge of Greater Manchester cultural landscape, audiences and networks
- Understanding of the UK music sector

Desirable

- Knowledge of the folk, roots and acoustic music sector
- Experience of working in a small team where full responsibility to build and deliver a strategy rests with one or two people

Competencies and skills

Essential

- Exceptional digital literacy and understanding of online tools for audience development, including social media platforms
- Excellent interpersonal skills; experience of facilitating and negotiating with colleagues and with external contacts at all levels
- Excellent oral and written communication and presentation skills
- Ability to build and maintain relationships with a wide range of people at all levels
- Able to work to deadlines and to work effectively under pressure and maintain good humour and diplomacy
- Able to work on own initiative and autonomously and to manage time effectively
- Extremely good attention to detail
- Ability to develop and manage budgets
- Excellent research and analytical skills and the ability to keep up to date with best practice in marketing, audience development and communications
- A proactive and delivery-focused approach to your work

Desirable

- Driving licence
- A track record of learning new skills and keeping up to date with sector best practice

Personal characteristics

Essential

- Calm, confident, approachable, friendly, versatile and flexible attitude to work
- Target-driven self-starter, tenacious and opportunistic
- Willing to work occasional evenings and weekends
- Entrepreneurial nature
- Strong completer finisher
- Ability to work independently and remotely

Desirable

- Passionate about independent music
- Passionate about Greater Manchester
- Passionate about supporting artists and their teams to build sustainable careers
- Passionate about engaging audiences with music

Sound Roots Equality Diversity & Inclusivity Monitoring Information

As a National Portfolio Organisation, Sound Roots are committed to having an accurate picture of the diversity of our work. Therefore, we ask these questions about ethnicity, disability, age, gender and sexual orientation in this survey. We use this anonymous data to compile our annual Arts Council England report, which they then use to compile their Diversity Report.

The information is held confidentially. We will never release information that could potentially identify individuals by any characteristic. We ask for this information because we want to better capture and understand the diversity, both visible and invisible, of the workforce in the sector.

Arts Council England will treat this information in confidence and release data in an aggregated format or, as part of their commitment to open data and the General Data Protection Regulation (GDPR), anonymised - where individuals could be identifiable.

Name:	
What is your gender identity?	<input type="checkbox"/> Female (including trans women) <input type="checkbox"/> Male (including trans men) <input type="checkbox"/> Non-Binary (for example, androgyne) <input type="checkbox"/> Prefer not to say
Is your gender identity different to the sex you were assumed at birth?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Prefer not to say
In what year were you born?	
What is your disability status?	<input type="checkbox"/> Disabled <input type="checkbox"/> Non-Disabled <input type="checkbox"/> Prefer not to say
Do you identify as neurodivergent?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Prefer not to say
What is your ethnicity?	<input type="checkbox"/> White <input type="checkbox"/> Mixed / Multiple Ethnic Groups <input type="checkbox"/> Asian / Asian British <input type="checkbox"/> Black / African / Caribbean / Black British <input type="checkbox"/> Other ethnic groups (including Arab, Latin American) <input type="checkbox"/> Prefer not to say
What is your sexual orientation?	<input type="checkbox"/> Bisexual <input type="checkbox"/> Gay Man <input type="checkbox"/> Gay Woman (or lesbian) <input type="checkbox"/> Heterosexual (or straight) <input type="checkbox"/> Queer (or non of the above) <input type="checkbox"/> Prefer not to say