



THE LEEDS

VACANCY: Head of Marketing & Communications

RESPONSIBLE TO:	CEO
LOCATION:	169b Woodhouse Lane, University of Leeds, LS2 3AR
FULL OR PART TIME:	Full time
SALARY:	£35,000-£37,500 (depending on experience)
APPLICATIONS BY:	Applications close at 12am (GMT), 7 th February 2020
INTERVIEWS:	To be held end February 2020
ONBOARDING DATE:	From April 2020

ABOUT THE LEEDS

The Leeds International Piano Competition is one of the world's greatest music events and is admired and respected around the globe. Known colloquially as 'The Leeds', the triennial competition was established in 1963 and has launched the careers of some of the greatest pianists in living memory.

Competitors between the ages of 20-29 undertake the First Round in Berlin, Singapore and New York. Successful candidates then compete in Leeds through individual and collaborative rounds, featuring chamber music performances and a concerto finale with the world-renowned Royal Liverpool Philharmonic Orchestra. In addition, HD global streaming of the competition reaches audiences in over 190 countries and achieved a viewership of over 1 million in 2018.

A major relaunch in 2018 redefined what a 21st century competition can do. The world-class prize package supports prize-winners to establish their careers through a stellar collective of partnerships which includes artist representation with [Askonas Holt](#), a recording with [Warner Classics](#), international tours in association with Steinway & Sons, a début at Wigmore Hall (London), international solo engagements, BBC broadcasts and significant media coverage, as well as bespoke mentoring and coaching.

We are also deeply passionate about the power of the piano to enhance people's lives and are regarded as leaders in our sector for learning and community engagement. We make inspiring and enriching international artistic programmes which have young talent at their heart and use technologies to innovate artistically and extend our reach.

Our unique approach has already established The Leeds in the top 4 piano competitions in the world. We have recently set out our priorities for the next 5 years which will dramatically amplify our global profile and enhance our artistic and social impact.

JOB PURPOSE

Take both a leadership and operational role in planning, delivering and evaluating all core marketing and communications functions, taking strategic approaches to developing and engaging audiences and participants with our programmes.

PERSON SPECIFICATION OVERVIEW

The Head of Marketing & Communications (HMC) at The Leeds International Piano Competition will have a passion for the arts and culture, understand how they can contribute to society and be able to capture their emotion and excitement in their marketing. A commitment to developing audiences and creative engagement with the arts, particularly within local communities, is essential.

They will be an excellent communicator and strategic thinker with a broad knowledge of deploying effective marketing and communications both within the UK and across international boundaries. The HMC will also have a network of contacts amongst leading communications channels and specialist organisations in the UK and elsewhere and the HMC will work collaboratively to promote our Competition, the city and our partners nationally and internationally, reflecting our distinctive heritage, culture and people.

The HMC will be a multi-competency individual with proven abilities in all major aspects of this job description. They should also be committed to innovation in their field and personal development of themselves and others.

MAIN AREAS OF RESPONSIBILITY

Marketing & Communications

- Lead on creation and implementation of a comprehensive Marketing & Communications Plan, including specific strategies for:
 - Audience development
 - International competitor cultivation
 - Brand management and development
- Lead digital content curation and coordination, including e-news, digital marketing and content plan for streaming channel (<https://leedspiano2018.mediciv.tv>)
- Management and coordination of social media channels and www.leedspiano.com
- Coordinate design, copy & production of all digital and non-digital marketing campaigns and collateral in support of promotional and fundraising activities
- Liaise with external PR and design agencies as required
- Coordinate insight analysis including data, trends and competitor research
- Maintain an active understanding of emerging technologies and identify opportunities for new developments and partnerships
- Generate earned income targets (competition applications; ticket sales; merchandise; advertising)

Management

- Play an active part in the Senior Leadership Team in the delivery and development of the organisation's 5-year Business Plan.
- Establish KPIs to evaluate effectiveness of Marketing & Communications Plan, generating reports and papers for Board of Trustees and other stakeholders as required.

- Delivery of plans on time and to budget.
- Negotiation of relevant terms and contracts.
- Overseeing and nurturing the work of other specified staff, including interns and volunteers.
- Work collaboratively and proactively with partners to achieve shared objectives.
- Work with the Operations Director to ensure all marketing functions are GDPR compliant
- Develop the capacity and capability of the core team to support the marketing and comms functions effectively.

General

- Uphold the reputation of The Leeds at all times
- Commitment to equality, diversity and inclusion and applying this through this role
- Commitment to environmental sustainability and taking positive action through this role
- Other duties as may be required

SUMMARY OF TERMS

Contract:	To commence April 2019
Probation:	There will be a 6-month probationary period
Notice period:	3 months (cannot expire within 3 months of Competition start date)
Salary:	£35,000 to £37,500 (depending on experience)
Pension:	People's Pension Scheme
Holidays:	25 days, including statutory Bank Holidays
Working Hours:	This role offers flexible working and may entail some weekend and evening commitments.

APPLICATION

- 1. Application Letter** - please send a letter outlining your suitability for the role with relevant examples of how you meet the Person Specification.
- 2. Curriculum Vitae** - please provide your C.V. including min. 2 references.
- 3. Supporting Evidence** - applicants are welcome to provide links to any examples of their work which illustrate how they meet the criteria.
- 4. Interview** - shortlisted applicants will be invited to attend an interview in Leeds at the end of February and will be asked to present what their forward strategy will be.

Applications should be sent to Linda Wellings, Operations Director, by 12am on Friday 7th February 2020: linda.wellings@leedspiano.com

PERSON SPECIFICATION

Head of Marketing & Communications

Criteria	Essential/ Desirable	Application Letter/ Interview/ Supporting Evidence/ C.V.
Demonstrate an enthusiasm and understanding of our mission and appropriate rationale for undertaking this role	Essential	Application Letter/ Interview
Ability to produce effective, high-quality communications and marketing campaigns for cultural and/or international events.	Essential	Application Letter/ Interview/ Supporting Evidence
Ability to manage time, budgets and staff effectively, including in pressurised environments.	Essential	Application Letter / Interview
Experience of positive collaborative working relations with a wide variety of stakeholders, including from corporate, academic, charity and public sectors.	Essential	Application Letter / Interview/ Supporting Evidence
Experience of recognising and developing opportunities to reach diverse communities and audiences.	Essential	Application Letter / Supporting Evidence/ Interview
Ability to develop and implement marketing & communications strategies, and measure their effectiveness	Essential	Application Letter / Supporting Evidence/ Interview
Demonstrable commitment to seeking and applying innovation in their field.	Essential	Application Letter / Supporting Evidence/ Interview
Links and connections in the classical music and media sector in the UK.	Desirable	Application Letter / Interview
Previous experience of motivating and managing interns and/or volunteers	Desirable	Application Letter / Interview
Commitment to ongoing personal and professional development	Desirable	Application Letter / Interview
Experience of brand development	Desirable	Application Letter / Supporting Evidence/ Interview
Experience of managing and developing membership schemes	Desirable	Application Letter / Supporting Evidence/ Interview
At least 3-years experience at a senior marketing level	Essential	Application Letter/ C.V.
Marketing qualification at degree level (or equivalent)	Desirable	C.V.

We also encourage applications from candidates who meet most of the 'Essential' attributes and can demonstrate a strong rationale for applying for this role.