



VACANCY: Head of Digital & Engagement

RESPONSIBLE TO:	CEO
RESPONSIBLE FOR:	Marketing Manager; Engagement & Content Assistant; Social Media Coordinator
LOCATION:	University of Leeds, with options for flexible working
FULL OR PART TIME:	Full time
SALARY:	From £35,000
APPLICATIONS BY:	12am, Friday 30th September 2022
ONBOARDING DATE:	Autumn 2022

JOB PURPOSE

The Head of Digital & Engagement leads on the strategy and delivery of the Leeds International Piano Competition's digital transformation and communications. They ensure maximum coverage for LIPC activities growing our global audiences and deepening engagement with the Competition.

The Head of Digital & Engagement is a new post which will lead the digital transformation and engagement activities of our organisation. You will be a key member of the Senior Management team and will have the opportunity to help shape our Business Plan, evolving our digital strategies in all areas of programme and operations.

You will lead a small team responsible for streaming, PR, social media, content creation, website development, digital marketing, audience development, e-CRM and analytics, as well as the campaign to promote the next Leeds International Piano Competition in 2024.

You will use compelling stories about our work and clear, effective messaging to grow brand awareness and engagement with new supporters and audiences, in the UK and around the world. You will have the chance to collaborate with industry-leading partners and our family of artists, which includes some of the greatest pianists in the world and you can convincingly articulate how music can make a positive difference in peoples' lives. You will have a creative, experimental flair which will enable us to explore fresh opportunities, and you know how to conduct research, test and get buy-in for new ideas.

You have passion, positivity, perseverance and patience and will be confident and disciplined manager, with strong planning and project management skills to keep multiple projects moving at the same time. You will be able to operate a set of relationships at a global, national and local level and you understand the value of collaboration and reciprocity in partnerships.

As a multi-competency individual with proven abilities in all major aspects of this job description, you are also committed to innovation in your field and the personal development of yourself and others.

MAIN AREAS OF RESPONSIBILITY

Leadership

- Play an active part as a member of the Senior Leadership Team in the delivery and development of the organisation's Business Plan, providing core expertise and innovation in developing a digital strategy to meet the key strategic priorities
- Drive awareness and engagement with the brand and its programmes, working with Fundraising and Marketing colleagues to increase supporter loyalty and engagement and develop online and live audiences
- Leadership of a small team that manages the planning, creation and production of all digital content, marketing and communications
- Oversight and management of PR, streaming & broadcasting partnerships, and be primary contact for broadcast partners (official streaming partner: medici.tv)
- Management of a project to build a new website
- Maintain a close interest in national and international thinking and trends in digital arts and where relevant, devise new projects and approaches

Marketing & Communications

- Develop and deliver communications plan, including managing all aspects of social media and external communications
- Make a strong contribution to the development of our Audience Development Plan, working with Marketing Manager to ensure best use of digital channels to support marketing campaigns, optimising and widening audience reach and engagement and helping to drive increased ticket sales
- Analyse data and user behaviour to measure impact and inform development, including analytics, social media monitoring, web development and user testing
- Increase reach and impact online, including SEO optimisation, paid and organic advertising, working with media influencers working with key partners to support content production and distribution
- Manage relationship with external PR partners
- Lead on the implementation of new digital technologies, where appropriate

Programme Content

- Develop and lead digital content plan, building a confident and coherent narrative that supports the organisational aims
- Manage content production schedule across all media and support internal staff and external suppliers to make sure deadlines are met
- Develop new projects which may include the use of Web3/ evolving technologies, scoping out briefs with colleagues, stakeholders and suppliers

Management & Finance

- Help shape and lead the team to encourage innovation and increase digital expertise
- Oversee and nurture the work of the Marketing Manager, Digital & Engagement Assistant and other temporary staff that may be assigned to you
- Lead budget setting and review
- Accountable for managing resources cost-effectively and efficiently

- Produce business cases for increased investment in digital when appropriate
- Generate reports and papers for Board of Trustees, funders and other stakeholders as required

General

- Work with the CEO to ensure that LIPC has an inclusive approach in all areas
- 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 Autumn 2022
PROBATION:	There will be a 6-month probationary period
NOTICE PERIOD:	3 months
SALARY:	From £35,000
PENSION:	People's Pension Scheme
HOLIDAYS:	25 days, plus statutory Bank Holidays
WORKING HOURS:	This role offers flexible working and will 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 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 and will be asked to present a set task. Virtual interviews can also be arranged.

As an equal opportunities employer, we welcome applicants from all sections of the community regardless of age, sex, gender (or gender identity), ethnicity, disability, sexual orientation and transgender status. All appointments are made on merit.

Enquiries are welcomed and applications should be sent to Jenny Holmes, Finance & Administration Director, by 12am on Friday 30th September 2022: info@leedspiano.com

PERSON SPECIFICATION

Head of Digital & Engagement

Criteria	Essential/ Desirable
Demonstrate an enthusiasm for our mission and appropriate rationale for undertaking this role	Essential
Proven leader and collaborator in developing successful digital projects	Essential
A flair for new ideas and a working knowledge of new digital developments and how to apply them	Essential
Strong track record in growing online audiences in size and engagement, including building social media presence	Essential
Strong interpersonal skills and emotional intelligence	Essential
Ability to have focus and clarity of complex messaging	Essential
Experience of successfully managing and leading a multi-disciplinary team	Essential
Commitment to personal development and the progression of others	Essential
Experience of planning and creating engaging digital content across a range of media	Essential
Strong track record in planning and evaluating marketing campaigns	Essential
Experience of brand development	Desirable
Experience of using analysis to inform strategy	Desirable
Experience of working with stakeholders to agree measurable shared aims and objectives	Desirable
Expertise in arts/ music/ piano/ community engagement etc	Desirable

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

ABOUT THE LEEDS

The Leeds International Piano Competition is one of the world's greatest music events and is celebrated by pianists and audiences around the globe. We are proud to discover, launch and champion the finest young pianists and to nurture young talent across all areas of our work.

We are passionate about the power of the piano to enrich people's lives and our mission encompasses a lifelong pathway of learning and engagement for all. We make aspirational international programmes which have young people at their heart and use digital technologies to innovate artistically and extend our reach.

The triennial Competition is one of the top 3 piano competitions in the world and is built on an exceptional lineage of the world's greatest pianists and the legacy of our Founder, Dame Fanny Waterman. Our Principal Partner is the University of Leeds, who are both strategic and operational partners, and we are proud of all our world leading partnerships, which include medici.tv, Steinway & Sons, Warner Classics, Askonas Holt, Royal Liverpool Philharmonic Orchestra, Lang Lang Foundation, Leeds City Council, Leeds BID and Leeds Conservatoire.

Our engagement programmes include a yearly concert season and The Leeds Piano Trail, a set of public pianos and sculptures through which we develop creative partnerships with communities and artists to enliven our streets with music. Working in collaboration with our Key Schools, pianists and partners, our learning programme is expanding from early years to adulthood to increase access, opportunity, participation and progression for educational and musical development through the piano.

In 2022-24 we are placing a particular focus on extending our learning and engagement programmes and developing our use of digital technology in all our activities. We believe this is essential to fulfil our mission and increase our visibility, reach, impact, efficiency and sustainability. We are very excited to bring new expertise and experience into our Team and Trustee Board to take this vision forward.

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