



ACADEMY OF ANCIENT MUSIC

Head of Marketing & Digital

Starting salary	£35,000-£40,000pa, commensurate with experience
Reporting to	Chief Executive
Location	Offered on a fully remote basis for the right candidate; office in Cambridge, with frequent meetings and events in London.
Hours of work	9.00am–5.30pm Monday–Friday plus occasional attendance at concerts and meetings in the evening and at weekends. There is no paid overtime but time in lieu is given for days worked at weekends.
Holiday	28 days per year, taken in co-ordination with other members of staff, including public holidays, plus three days between Christmas and New Year.
Notice period	Three months after an initial six-month probationary period during which the notice period is one month on either side.

Introducing the Academy of Ancient Music

'The Academy of Ancient Music confirmed their status as perhaps the finest period-instrument ensemble performing today...' *Opera Today*

'Blazing a trail followed by baroque ensembles everywhere.' *The Independent*

'Transmitting the kick of an energy drink...' *Financial Times*

The Academy of Ancient Music is an orchestra with a worldwide reputation for excellence in baroque and classical music. Using historically-informed techniques, period-specific instruments and original sources, we bring music vividly to life in committed, vibrant performances.

Established in 1973 to make the first British recordings of orchestral works using original instruments, AAM has released more than 300 albums to date, collecting countless accolades including Classic BRIT, Gramophone and Edison awards. We now record on our own-label AAM Records and are proud to be the most listened-to period-instrument orchestra online, with over one million monthly listeners on Spotify.

Beyond the concert hall, AAM is committed to nurturing the audiences, artists and arts managers of the future through our innovative education initiative, AAMplify. Working in collaboration with tertiary institutions across the UK, we engage the next generation of period-instrumentalists with side-by-side sessions, masterclasses and other opportunities designed to bridge the gap from the conservatoire to the profession, safeguarding the future of historical performance.

AAM is Associate Ensemble at the Barbican Centre, London and the Teatro San Cassiano, Venice; Orchestra-in-Residence at the University of Cambridge, Milton Abbey International Summer Music Festival and The Apex, Bury St Edmunds; and Research Partner to the University of Oxford. The 2021–22 season sees Laurence Cummings join the orchestra as Music Director.

About the role

The Head of Marketing & Digital is responsible for the delivery of all AAM's marketing and communications activity, including direct marketing of our own-promoted series in London and Cambridge, and is supported by a host of freelance professionals, including external PR from Artium Media Relations. The role holder is the guardian of AAM's brand and its chief 'voice' in print, online and on social media, as well as through our ever-growing catalogue of recordings and digital content. They ensure consistency and quality in all the orchestra's communications, and they act as lead ambassador for the organisation amongst a range of stakeholders.

In addition to these responsibilities, the Head of Marketing & Digital will work closely with the Chief Executive and external consultants to develop and deliver a new digital strategy for the orchestra. Leveraging data through the application of modern digital marketing techniques, the role holder will increase the global profile for and reach of our work, conceiving, commissioning and disseminating high-quality content on AAM's website, across its social media channels and in conjunction with our own-label, AAM Records.

Specific responsibilities

Marketing

- Develop comprehensive audiences plans for London, Cambridge and online via our proprietary streaming platform, AAM Live.
- Plan and deliver direct marketing of AAM's own-promoted seasons in London and Cambridge, striving for 100% capacity for all our concerts.
- Design and deliver digital marketing activity to promote AAM events across all channels, including paid social media, in consultation with external consultants.
- Manage all e-marketing communications via MailChimp, including regular member comms, AAM's monthly e-newsletter and other campaigns as required.
- Originate all concert-related print, including season brochures, concert programmes, posters, flyers, adverts etc, in collaboration with our external designer and programme editor.
- Manage outsourced box office facilities and front of house procedures and staff, in collaboration with the Development & Events Manager.
- Offer marketing perspectives on the AAM's ongoing artistic planning process.
- Develop and deliver audience and artists surveys for all own-promoted activities, tracking and reporting on all relevant data, in line with the current business plan.
- Develop and implement strategic marketing plans for AAM Records.

Digital

- Develop and implement AAM's new digital strategy, in consultation with the Chief Executive and external consultants.
- Design and deliver effective creative content (video, audio, photography etc) to maximise reach to various audiences worldwide, in line with the new digital strategy.
- Plan and deliver essential web development, overseeing relationships with external web developers and designers.
- Drive increased followership and reach on social media through careful curation of Facebook, Twitter, Instagram, YouTube and other relevant channels; maintain and build monthly listenership on Spotify.
- Maintain the AAM and AAM Live websites on a day-to-day basis, adding events and products as necessary and liaising with members of the senior management team to ensure all information is current and correct.
- Manage reporting and analytics for all digital platforms, providing monthly, quarterly and annual reports on performance and driving insights to improve reach and engagement.

General

- Develop campaigns and strategic projects to raise AAM's profile amongst a variety of stakeholders worldwide, in consultation with the senior management team.
- Work with concert promoters worldwide to ensure AAM's brand and values are appropriately and accurately represented.
- Input into the development and marketing of AAMplify, AAM's new generation initiative.
- Oversee outsourced Press and PR work with our press consultants, Artium Media Relations.
- Contribute to the origination, design and manufacture of booklets and liners for AAM Records releases, in collaboration with external designers / suppliers and the senior management team.
- Input into the strategic development of AAM Records with AAM's senior management team.
- Manage and report against departmental budgets and contribute to budget projections for earned income from concert tickets and CD sales.
- Contribute to AAM's broader development as part of the senior management team, with specific reference to marketing, communications and digital.
- Attend board meetings and contribute to AAM's relationship with its board of trustees.

Person specification

Qualifications

- A relevant degree or other qualification relevant to the post (specific marketing qualifications an advantage).

Experience, Skills & Knowledge

- Proven success in arts marketing, including time spent working on the direct promotion of live and online classical music events.
- Experience of designing and delivering effective digital campaigns, including Google Ads, paid/organic social media and e-marketing.
- Experience testing and optimising content and reporting on the effectiveness of campaigns using Google Analytics and other relevant reporting tools.
- Experience of data capture, analysis and reporting to support strategic goal setting.

- Experience of managing brands, working within brand guidelines and supporting colleagues with brand activity.
- Experience writing marketing briefs.
- Experience of large- and small-scale creative multimedia content production, from concept through to delivery, as well as experience of day-to-day website maintenance and HTML.
- Excellent oral, written and presentation skills, with superb ability to draft and edit copy, graphic design, photography and audio-visual material.
- First-class copywriting and proof-reading skills with a flair for design.
- Proficient in the use of Microsoft Office (Word, Outlook, Access and PowerPoint) and Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Premiere) suites, as well as MailChimp and other online database solutions such as Infodile.
- An ability to meet tight deadlines across a wide range of activities and work under pressure.

Personal attributes

- Interest in and strong working knowledge of classical music (specific knowledge of historical performance, an advantage)
- Highly organised, with excellent time-management skills and strong attention to detail.
- Ability to lead and work as part of a team.

How to apply

Applicants are invited to send a CV and covering letter addressed to John McMunn, Chief Executive to info@aam.co.uk by 5.30pm on Friday 25 March 2022. Please include your current salary, notice period, the names of two referees and when they may be contacted during the application process. Best practice is for CVs not to exceed two sides of A4.

Initial interviews will be held in the week commencing 28 March 2022. Unfortunately, we are unable to cover travel or any other expenses for interviews.

The Academy of Ancient Music strives to be an equal opportunities employer.