

Communications & Engagement officer: Job description

A home-based role for one day a week with day(s) and times to suit the individual around their needs. The role is open to anyone based in the UK.

We are a small charity and the leading provider of support to piano teachers in the UK. Our mission is to promote best practice and raise the standard of piano teaching. Our vision is to achieve excellence and professional fulfilment for piano teachers.

We are looking for an excellent communications professional with experience developing social media campaigns and writing for print, web and social media. You will be able to either follow a brief or use your initiative to produce high quality, impact-driven copy, video, email newsletters and digital content appropriate for our members.

The role requires a candidate with a combination of communication and social media skills to build and enhance our social media presence, including interacting with members and potential members, promoting our work with engaging visual content, and expanding opportunities for revenue.

You will report to our Business Manager and the specific tasks include:

- Maintain the content of the charity website including planning and creating regular updates.
- Write and issue weekly newsletters for subscribers.
- Serve as editor of our internal magazine, Piano Professional
- Manage the social media channels, primarily Twitter, Facebook, Instagram and LinkedIn.
- Support design and production of online publications and formal communications.
- Assist with proactive and reactive media activities.

Main Responsibilities

- **Social Media**
 - Deliver all social media aspects of the charity's communications strategy, with full responsibility for running all the charity's online presence: Twitter, Instagram, Facebook, LinkedIn and website.
 - Manage all social media channels (email, social media, blogs, press releases and/or news stories) by producing and promoting high-quality, professional and creative content that maintain the highest standards of appearance.
 - Advise on channel use to reach specific audiences, possibly expanding the channels we use (e.g. to YouTube and Snapchat) and ensure a consistent and compelling voice across our channels.
 - Generate compelling content that is consistent with the EPTA UK brand and making short pedagogical videos, taking photos, generating eye-catching graphic designs and writing informative texts.
- **EPTA UK Magazine**
 - Serve as editor of the magazine: reach out to possible contributors, decide on content, proofread selected articles, and liaise with our graphic designer
 - Liaise with corporate members regarding events information and news
 - Update information about UK membership
 - Oversee the best use of back copies and store back copies
 - Run the subscription service
 - Develop a plan for gaining a wider readership for the magazine and selling more copies, creating an additional revenue stream for the charity

- **Events**
 - Invite sponsors with support from EPTA colleagues to support events with donations and/or stands.
 - Create templates for programmes and certificates and liaise with administrator to arrange printing
 - Attend one day events, residential conferences and exhibitions, as requested.
- **Website**
 - Add upcoming events, the weekly newsletter, new issues of Piano Professional and Piano Journal and upload webinar recordings
- **Newsletter**
 - Create and distribute the weekly newsletter

Essential Qualifications, skills and experience

- Fluent oral and written English.
- A pianist, piano teacher, or someone with intimate knowledge of the piano teaching world and what piano teachers are interested in
- Proven strong knowledge of existing social media outlets (Facebook, Twitter, LinkedIn and Instagram), either from personal or professional use.
- Deep understanding of the social and media scenes in the UK.
- Strong communication and interpersonal skills.
- IT literacy in electronic media
- Experience in Mailchimp and WordPress
- Basic understanding of graphic design or a willingness to learn
- Awareness of GDPR
- A willingness to work flexibly and as a team-player; ability to interact with people at all levels of seniority.

Hours: 8 hours per week, 46 weeks a year

Rate of pay: £7,500 per annum