



Position title: Development & Marketing Co-ordinator
Contract: Full-time, Permanent
Reports to: Head of UK Development
Salary: £28,000pa
Location: London, UK (hybrid work from home and Soho office)

About the Academy of St Martin in The Fields

The Academy of St Martin in the Fields is one of the world's finest chamber orchestras, renowned for fresh, brilliant interpretations of the world's greatest orchestral music.

Formed by Sir Neville Marriner in 1958 from a group of leading London musicians, ASMF gave its first performance in its namesake church in November 1959. Through unrivaled live performances and a vast recording output, the Academy quickly gained an enviable international reputation for its distinctive, polished and refined sound. With over 500 releases in a much-vaunted discography and a comprehensive international touring programme, the name and sound of ASMF is known and loved by classical audiences throughout the world. Today ASMF is led by Music Director and virtuoso violinist Joshua Bell, retaining the collegiate spirit and flexibility of the original small, conductor-less ensemble which has become an ASMF hallmark. The Academy continues to push the boundaries of play-directed performance to new heights, presenting symphonic repertoire and chamber music on a grand scale at prestigious venues around the globe.

About our company culture

We believe that we get the best results by involving our musicians in the planning and delivery of our work, and by being open and transparent about the opportunities and challenges faced by the orchestra. Our office team is agile, committed and friendly - we believe in ensuring that people have the opportunities to develop their skills and grow in their roles. The culture is non-hierarchical, and we encourage everyone to share ideas and suggestions for the future of the orchestra. We trust the individuals in our team to deliver their work and to shape their working days in the way that best suits them, with a genuinely flexible approach to office vs home working. We believe that working in our industry should be rewarding and enjoyable, and work hard to ensure our working practices empower our team members so that they can do great work in an environment that is genuinely supportive and fulfilling.

About the role

The Development & Marketing Co-ordinator role is a key part of the Development and Marketing Team, working closely with the Head of UK Development, Marketing & Communications Manager, Director of Development & External Affairs and Chief Executive. This is an exciting opportunity for an individual keen to develop their career in fundraising and marketing in a friendly and highly motivated team. Approximately 3/5 of this role will be focused on Development and 2/5 on Marketing & Communications.





Key Responsibilities and Objectives

- To contribute to, and assist with the implementation of, ASMF's fundraising strategy, engaging individuals, companies and Trusts & Foundations.
- To administrate ASMF membership scheme.
- To assist with the delivery of large-scale, high-quality fundraising and cultivation events.
- To research opportunities and prepare applications to appropriate Trusts & Foundations.
- To collaborate with the Marketing & Communications Manager and Director of Development & External Affairs to deliver effective marketing and communications.
- To provide PA support to the Head of UK Development, Marketing & Communications Manager, Director of Development & External Affairs and Chief Executive.

Principal Duties include:

Individuals & Events:

- Maintaining effective communications with current and prospective ASMF supporters.
- Managing membership renewals to a carefully prepared schedule, processing and acknowledging donations and ensuring timely delivery of relevant benefits.
- Operating a centralised ticketing system for Academy concerts, processing ticket sales for ASMF supporters and liaising with colleagues to allocate complimentary tickets.
- Record and track prospects on Rasier's Edge and keep records up to date.
- Update content and details of the cultivation and stewardship events plan.
- Assisting with logistics for stewardship and cultivation events including the management of invitations and RSVPs, and prepare guest briefing notes as required.

Trusts & Foundations

- Assisting the Head of UK Development, Director of Development & External Affairs and Head of Social Purpose to research, apply and report to funding bodies.
- Deliver at least £10k worth of applications in 2024-25.

Marketing and Communications

- Co-ordinating and producing content & design for donor newsletters, in collaboration with the Marketing & Communications Manager.
- Put together a detailed schedule/content plan for newsletters, ensuring that all comms are delivered on time in conjunction with the Marketing & Communications Manager.
- Work with third parties and partners to help achieve sales targets for ASMF own promotions.
- Maintaining up to date, accurate mailing lists.
- Working with the Marketing & Communications Manager to ensure the website is kept up to date.
- Work with the Marketing & Communications Manager, Head of Social Purpose and the Performance and Projects Co-ordinator on the management and development ASMF's Front Row Scheme.
- Supporting the Marketing & Communications Manager and working with the AFASMF Manager on creative ideas for and the creation of digital content, including for social media (personal experience using TikTok and Instagram is beneficial); the ASMF website; the e-newsletter. Enhance brand presence and gain autonomy in this area. This includes attending ASMF rehearsals and concerts to gather content in co-ordination with other members of staff.
- Support the Marketing & Communications Manager with marketing enquiries.



PA Support

- Acting as the Chief Executive, Director of Development & External Affairs, Head of Development's principal point of contact with board members (main Board and International Advisory Board) and current/prospective donors.
- Arranging meetings and preparing briefings as required.
- Preparing papers for board meetings and taking minutes at meetings.

General

- Preparing invoices and processing payments as required.
- Keeping abreast of GDPR and Fundraising Regulator developments.
- Keeping accurate records through the fundraising database Raiser's Edge.

Person Specification:

- Strong attention to detail
- Excellent verbal and written communication skills.
- Previous involvement in putting on music or arts events, which could include as a student or on an amateur basis.
- An interest in classical music, and someone who enjoys being creative.
- A pro-active attitude, an innovative thinker and an ability to work independently.
- Well organised, able to work to multiple deadlines and to prioritise efficiently.

The ideal candidate will...

- Be a bright, friendly personality who can communicate with genuine enthusiasm.
- Work confidently under the direction of the Head of UK Development, Marketing & Communications Manager, Director of Development & External Affairs and Chief Executive.
- Have an outgoing, approachable and professional manner when dealing with donors.

Terms and Conditions:

Contract: Full-time, permanent

Working Hours: Full time position (35 hrs per week), Normal office working hours are 9.30am to 5.30pm or 9am-5pm depending on requirements and by negotiation). The demands of the job will require occasional working outside of these hours, including attendance at ASMF concerts at evenings and weekends.

Office Address: 54 Dean St, Soho, W1D 6AF

Salary: £28,000 p.a.

Pension: The People's Pension Income protection: Enrolment in long term sickness income protection plan

Annual Leave: 25 days (plus statutory bank holidays)

Start date: As soon as possible (depending on applicant's current notice period)



Application procedure:

Interested applicants should submit a CV and cover letter to Amy Scott, Head of UK

Development: amyscott@asmf.org. The cover letter should include a supporting statement outlining why you want to work at ASMF and how you meet the person specification.

If you have any questions about the role or would like an informal chat before applying, please contact development@asmf.org.

Closing date for applications: Thursday 31st October 2024, 5pm

1st round of interviews to be held week commencing: Monday 4th November 2024