

## **MARKETING & COMMUNICATIONS MANAGER (part time)**

### **Job Description**

<b>Position:</b>	Marketing & Communications Manager
<b>Reports to:</b>	Head of Policy & Communications
<b>Location:</b>	The role will operate on a hybrid basis, ideally with a minimum of 2 days per week at the ABO office, Somerset House, Strand, London WC2R 1LA (nearest Underground stations are Embankment, Temple and Charing Cross).
<b>Salary:</b>	£38,000 FTE (pro rata, 0.6)
<b>Contract:</b>	Part-Time, (3 days per week, 0.6 FTE), permanent

### **About the ABO**

The Association of British Orchestras (ABO) is the national body representing the collective interest of professional orchestras, youth ensembles and the wider classical music industry throughout the UK. Our mission is to enable and support an innovative, collaborative and sustainable orchestral sector by providing advice, support, intelligence and information to the people who make British orchestras a global success.

### **Role Purpose**

The Marketing & Communications Manager is responsible for delivering clear, effective and strategic communications for the Association of British Orchestras.

The role ensures that members are informed, engaged and mobilised, and that the organisation's policy, advocacy and sector-facing work is communicated clearly and consistently. It supports both internal member communications and external stakeholder engagement, including campaigns and public-facing messaging.

## Key Responsibilities

### Member Communications

- Overall responsibility for the regular communications with members across email, newsletter and digital channels, collating clear and engaging updates on sector news, policy developments and ABO activity
- Produce the ABO News, ABO Updates (monthly) and bulletins for members, with input from the ABO Team in line with their areas of expertise
- Work with the Membership & Operations Manager to ensure members are well-informed about services, benefits and opportunities
- Overall responsibility for managing the info@ mailbox, working closely with the Membership & Operations Manager, and fielding queries to colleagues as appropriate

### Events & Projects

- Manage the promotion of all member events and opportunities, including the Annual Conference
- Manage the online booking process for all events including the Annual Conference, working closely with the Membership & Operations Manager.

### ABO Annual Conference

- Secure advertising and related income from industry traders and exhibitors for the Annual Conference in line with agreed income targets
- Manage the Conference marketplace and sponsor relationships leading up to and during the event
- Manage the production of all promotional materials, resources and the conference app
- Support the event management team as required

### Public Affairs

- Support the Head of Policy & Communications on disseminating policy updates and sector issues, assisting with stakeholder communications where required (e.g. funders, government, sector partners)
- Support the delivery of sector campaigns, ensuring members are informed and activated as appropriate
- Support the Membership & Operations Manager in coordinating member calls-to-action (e.g. consultations, surveys, advocacy actions)

### Digital, CRM & Database Management

- Maintain the organisation's CRM/database, ensuring data accuracy and GDPR compliance, drawing on colleagues as necessary

- Segment audiences for targeted communications
- Oversee email marketing systems ensuring alignment with membership records
- Use CRM insights to improve engagement and retention
- Produce basic reporting on engagement metrics and communications performance

### **Content & Channel Management**

- Manage website updates and ensure member-facing content is current and accessible, drawing on the ABO Team as required
- Manage the ABO's social media platforms, driving engagement and increasing the visibility of the ABO's work
- Compile and create digital visual marketing content to be shared across ABO's social media platforms, website and e-communications
- Monitor national and trade media, industry news and social media channels
- Ensure tone, clarity and consistency across all communications

Other duties and responsibilities may be assigned as incidental to the role, in line with the needs of the organisation.

Given the ABO's small administrative team, a commitment to flexible working and teamwork is essential. It may be necessary to revise the job description from time to time to reflect the experience and skills of the successful candidate.

### **Events Programme Overview**

Ongoing	ABO Campaign – #An Orchestra In Every School Government lobbying, Roundtables etc ABO News (quarterly stakeholder newsletter); ABO Update (monthly); bulletins
May – July	Series of online and in-person member networking events and CPD opportunities Convening of Conference Working Group (Feb 2027)
Sept – Nov	Series of online and in-person member networking events and opportunities Secure advertising and market place trade stands for Annual Conference
November	ABO Annual General Meeting, London Director recruitment/elections Annual Conference goes on sale
3 – 5 Feb 2027	Annual Conference, Birmingham

## PERSON SPECIFICATION

### Essential

- Experience in communications, marketing or membership engagement (ideally within arts, culture, charity or membership sectors)
- Strong writing and editing skills with ability to simplify complex information
- Experience managing email marketing and digital communications
- Confident using CRM or membership database systems
- Social media management and creating social media content
- Understanding of audience segmentation and targeted communications
- Ability to manage multiple priorities in a small team environment

### Desirable

- Experience in membership organisations or professional bodies
- Familiarity with public affairs, advocacy or policy communications
- Experience supporting campaigns or mobilisation activity
- Knowledge of the UK cultural or creative sector
- Experience promoting events or conferences

### Working Relationships

- **Head of Policy & Communications:** line manager, provides strategic direction; close collaboration on policy messaging, campaigns and influencing activity
- **Membership & Operations Manager:** coordination on member communications, event delivery, CRM systems and engagement strategies
- **Chief Executive:** support for organisational messaging and external stakeholder engagement

## How To Apply

**Closing Date for applications:** 12 midday, Friday 29 May 2026

**Interviews:** Monday 15th or Tuesday 16th June 2026

To apply, please email a CV and covering letter outlining your suitability for the role, with specific reference to the person specification, to Judith Webster, Chief Executive ([judith@abo.org.uk](mailto:judith@abo.org.uk)). Please put “**Marketing & Communications Manager**” in the subject line. We would also ask that you complete our Equal Opportunities monitoring form, to help us assess this recruitment process. The Panel will not see information on your monitoring form.

If you would like to discuss the role in advance, please call Judith Webster on 07976 834676.

The ABO strives for an orchestral sector that is fully inclusive, representative and reflective of

the communities that we serve. We believe that everyone deserves to have the same opportunities at every level in our industry. The ABO strives to be an equal opportunities employer. We will ensure that no individual receives less favourable treatment on the grounds of race, ethnic or national origin, religious beliefs, gender, sex, gender reassignment, marital status, sexual orientation, age or disability.

If you require any reasonable adjustments to the application process or would like to discuss reasonable adjustments to the role in confidence, please email Judith Webster, Chief Executive: [judith@abo.org.uk](mailto:judith@abo.org.uk)

## Terms & Conditions

Salary	£38,000 per annum (pro rata)
Pension	The ABO will make a contribution of 5% of salary in accordance with Pensions Auto-Enrolment regulations.
Contract	0.6 FTE (three days per week), permanent
Days/Hours:	Standard working hours are 09:30-17:30. Some flexibility around working hours may be required during the conference period. Working days and commencement date to be agreed with the successful candidate.
Probation & Notice	The first six months will be a probationary period, during which time either party may terminate the contract on one week's notice. Thereafter, the notice period will be three months.
Location	Hybrid working is available, ideally with minimum 2 days in the office per week.
Holidays	25 days per annum plus statutory public holidays (pro rata) and the period between Christmas and New Year when the office is normally closed.
Other	A season ticket loan is available, plus benefits as tenants of Somerset House.