

**NORDOFF & ROBBINS**

<b>Job Title:</b>	<b><u>Marketing Manager (Events and Income)</u></b>
<b>Accountable to:</b>	Head of Engagement and Communications
<b>Location:</b>	London/Hybrid working (mix of office and home)
<b>Working Hours:</b>	40 hours per week, (may include some evenings and weekends as required)
<b>Contract type:</b>	Permanent
<b>Annual leave:</b>	31 days pa plus bank holidays
<b>Salary:</b>	£45,443 plus £1,500 London Weighting (if applicable) per annum. Total salary £46,943 per annum

### **About Nordoff and Robbins**

We stand for music and believe in the value of music for all people in our society. Every day we use the power of music to enrich the lives of people affected by life-limiting illness, trauma, isolation, social exclusion or disability.

Our goal is to bring more people together through the power of music. We can only do this if we pioneer creative new approaches to income generation that help us engage more people and grow our fundraising.

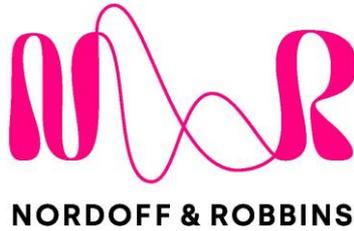
We need courageous, curious, agile, innovative change makers and music lovers like you to make this happen. This role is your chance to help us achieve our ambitious goal of transforming more people's lives through music.

### **Our culture**

At Nordoff and Robbins everyone has a role to play in building and nurturing our inclusive culture. If you join our team, you will be encouraged to be yourself and we want everyone to feel a sense of belonging.

### **We offer:**

- Flexible working, with a minimum two days in our North London Office
- Salary sacrifice benefits including cycle to work.
- Employee Assistance Programme
- A true People First charity with training and career development as part of our core.
- An inclusive culture where you will feel a sense of belonging.
- Lots of music!



## About the role

We're looking for someone who has experience in marketing, communications and engagement for events, gala lunches, fundraising products and campaigns. We want you to bring creativity, insight and energy to help drive the income of the Charity a your marketing and engagement perspective. This could look like selling tickets for events, running campaigns or increasing sign ups to Legacy.

You'll oversee and be responsible for executing the marketing plans to support events, partnerships, music services, education and our annual campaigns, where you will get support from, and line manage a Marketing and Communications Officer and an Events Marketing Officer.

This role sits within our Engagements and Communications (E&C) team, which is under our wider Income Generation directorate. You'll be working closely with and leading on projects between teams within Income Generation, such as our award winning Events team and our hugely successful Partnerships team. So if you love the fast-paced nature of events, and the challenge of increasing income through engaging audiences – as well as lots of music – then this role is for you.

This role is subject to a basic DBS check as standard.

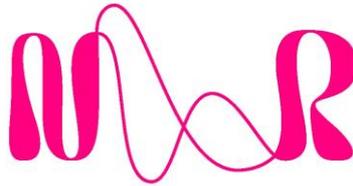
## What you'll be responsible for:

### Events Marketing

Events make up a large proportion of Nordoff and Robbins' fundraising income. With around 14 events across the year, this is going to take up between 60%-70% of your time. These events are a mix of music industry B2B events to public facing events and include the O2 Silver Clefs, Carol Service, Legends of Football, MITs and Northern Music Awards.

2026 is the 50<sup>th</sup> anniversary of the O2 Silver Clefs, our biggest annual fundraising event, which will be a big focus for anyone joining this role.

- Manage the end-to-end multi channel marketing and communications plans for ticket sales, engagement and awareness, working closely with the digital, social and press team.
- Working on the O2 Silver Clefs 50<sup>th</sup> anniversary in July 2026, with a campaign in the lead up to it. We'll be looking back over the last 50 years, celebrating musicians, music therapists, clients and everyone involved in making the event what it is today, raising money for the next 50 years of music therapy.
- Attend events, understanding the audiences, journey and different touch points across the event to build on the event experience.



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- Convert audiences to become further advocates and supporters of the Charity.
- Manage the marketing budget for events, working with agencies and freelancers where required.
- Oversee all content and branding requirements for events, including key messaging, copywriting, films (working with the content manager), marketing materials, brochures and all assets.
- Working closely with clients to tell their stories at events, working with them on their script and speech.
- Champion innovation within the events and push to test new things staying on top of trends
- Evaluating campaigns and events so we can improve year-on-year.

### **Brand, campaigns, communications and engagement**

- Overseeing and being responsible for the annual communications and engagement plan which includes campaigns, student recruitment for our music therapy masters, business development helping reach new schools and organisations we work with, events, fundraising and partnerships activity, making sure digital, social and PR are all aligned.
- Planning, creation and delivery of holistic campaigns to grow awareness and acquisition of supporters including Music Therapy Week which takes place in April each year.
- Act as a brand lead in the organisation, being responsible for making sure things are kept on brand and it is consistent throughout the charity.
- Writing and editing inclusive and accessible marketing content in our tone of voice.
- Bringing voices of our clients and those of lived experience through all our communications and campaigns.

### **Income Generation marketing**

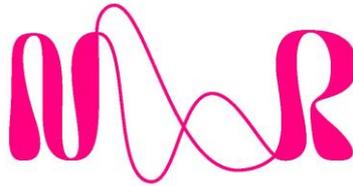
As we look to grow our income, we are looking for someone who can bring exciting ideas and energy to marketing and engagement across our fundraising products, including charity partners such as LW Theatres, PizzaExpress, O2 and ASM Global, and our Legacy offering.

Collaborating closely with the fundraising team, you would be responsible for:

- Overseeing the marketing plans and calendar for fundraising products across the year, including promoting charity partners and legacy.
- Bringing creative ideas to showcase and celebrate our fundraising products to our supporters and beyond through a variety of channels including press, social and digital.
- Creating and overseeing marketing resources, content, copywriting and asset creation.
- Working with and collaborating with our partners marketing and partnership teams.

### **People leading**

You will people lead two people, a marketing and communications officer and a events marketing officer, providing support, leadership and direction.



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## Your skills and experience

### CORE SKILLS

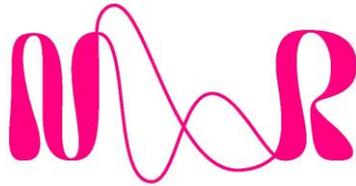
These are the key skills which you'll bring to the role

Skills and knowledge	Why this matters
An understanding of the full marketing mix and owned, earned and paid media within a charity or similar organisation in events and fundraising.	You will be managing and overseeing marketing campaigns which will need a variety of media used to achieve the desired results, especially in events, fundraising including Legacy and partnership marketing, helping to grow income and supporters.
Planning, delivering, managing and evaluating marketing plans and campaigns to support a range of objectives, including awareness, engagement and fundraising goals.	We need a capable and confident team to deliver our strategy, which means implementing plans by meeting deadlines, flexing when required but remaining laser-focused on delivering impact and outcomes.
Strong understanding of turning data insights into conversion within an event setting.	You will be a major part of the events and fundraising programme where we will need to engage a variety of audiences to take action and become advocates and supporters of the Charity.
Strong communicator who understands how to speak to a variety of audiences through different channels.	You will need to speak to a variety of stakeholders internally, managing up as well as down, as well as numerous stakeholders externally, including clients, partners, agencies and more.
Ability to juggle different projects, priorities and campaigns at multiple times.	Your ability to juggle lots of different projects with competing priorities will help keep things running smoothly.
Excellent copywriting, proof-reading and editing skills with an ability to put the voices and experiences of the people we support at the heart of our communications.	You'll be writing, editing and proof-reading lots of different copy for different audiences across the charity, making sure it's plain-English and accessible.
Knowledge of Web Content Accessibility Guidelines (WCAG) and digital accessibility best practice.	To bring our Equity, Diversity, Inclusion and Belonging strategy to life, you will ensure that the content we create and embodies best-practice guidelines in terms of accessibility.



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A creative, story-led approach to content development.	The power of storytelling will help us build deeper connections with our audiences and drive engagement.
A passion for and knowledge of marcomms trends.	It's important that up-to-date insight is being brought to bear when implementing the marketing and communications plan, so we can flex if needed without losing sight of the goals and deliverables.
Able to line manage direct reports, with strong leadership skills helping to coach and encourage people to get the best out of themselves.	You will be line managing two people and be part of a growing team. It's an inclusive team where we want everyone to be supported to achieve high results.
Ability to work independently and flexibly, able to re-prioritise workload when urgent things come in but still be able to achieve longer-term objectives	There are times when workloads will be heavier, and it is crucial to be able to effectively balance multiple tasks at once, prioritise and manage varying deadlines
<b>Experience</b>	<b>Why this matters</b>
Experience of working in a charity or other not for profit organisation	Your experience and understanding of the not for profit sector will inform the way you communicate with corporate partners in person, on the phone or in written communication
Experience working in a team which is working towards achieving income targets	This role requires frequent communication and involvement with the Events team and wider national E&C team.
Experience of developing audience-led communications, putting the people we support at the heart of our communications.	We need to be audience-led, providing communications that engage them and they want to see and be involved with. If we don't understand our audiences, we can't achieve our goals.
Experience of using data and insight to engage and convert audiences .	As we look to grow our income through events and fundraising, we need to engage and convert our audiences.
Experience of collaborating with cross-functional teams and a range of business partners.	Your experience will help build strong, collaborative relationships with colleagues across Nordoff Robbins and amongst our suppliers, based on shared outcomes and values.



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**ADDITIONAL SKILLS**

These skills aren't essential, but we would be interested to hear if you have skills in these areas

Experience	Why this matters
An interest in music and/or music therapy	Our colleagues are all passionate about the potential for music to enrich the lives of those living with life-limiting conditions, disability, or those in social isolation. It's important that all members of the team share our values to best support the work.