



NORDOFF & ROBBINS

Job Title:	Engagement and Communications Officer
Accountable to:	Marketing Manager
Location:	London/Hybrid working (mix of office and home)
Working Hours:	40 hours per week (may include some evenings and weekends as required)
Contract type:	Full time, Permanent
Annual leave:	31 days p/a plus bank holidays
Salary:	£35,499 plus £1500 London Weighting (if applicable) per annum pro rata

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 marketing, communications and digital 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 helping 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!

Our Engagement and Communications team

By telling powerful stories about the impact of music therapy, we inspire people to give, grow long-term supporter relationships, and help take our fundraising and brand to the next level.

Now more than ever we need people who create bold, inspiring new ideas for content, digital, marketing and communications, PR, public affairs and campaigns. Together, we'll raise awareness of the transformational impact of music therapy and build momentum towards music therapy being integrated into NHS and community strategies. We'll do this by collaborating across the charity,

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understanding what motivates our audiences, testing new approaches, and converting engagement into sustained support and income. Your work will have a direct impact on transforming the lives of more people affected by life limiting illness, isolation or disability through music.

Central to the ethos of the new team is how we'll learn and grow together, whether we do this through sharing insights as we collaborate or through training.

About the role

We're looking for a proactive Engagement and Communications Officer with experience supporting multi-channel activity across an organisation. You'll bring creativity, insight and strong delivery skills to help plan and produce marketing and communications that engage key audiences and support our central services and wider teams.

Working with the Marketing Manager, you'll help deliver agreed marketing plans and day-to-day communications activity. This will include coordinating briefs, creating and updating content and collateral, scheduling activity across channels, and shaping strong storytelling that brings our work to life - capturing impact, developing case studies and sharing the difference music therapy makes with our current and active supporters.

The role sits within our Engagements and Communications (E&C) team and works across the organisation, building strong relationships with colleagues in central services and programme teams. You'll collaborate to understand priorities, bring clarity to messaging, and make sure our communications are consistent, accessible and on brand - while continually showcasing our impact through stories and supporter communications that thank, inform and inspire ongoing support for Nordoff and Robbins.

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

What you'll be responsible for:

Marketing, brand awareness and communications

- Acting as a brand guardian across the organisation, making sure there is brand consistency across all materials, presentations, publications and digital channels.
- Supporting the Marketing Manager to deliver the marketing and communications plan, including campaigns, events, fundraising appeals, automation journeys (including supporter stewardship) and KPI tracking.
- Evaluating marcomms activity and preparing reports for colleagues and the leadership team.
- Coordinating impact storytelling: sourcing stories, drafting case studies/quotes, and capturing content (with consent) for current and active supporters.
- Identifying brand and marcomms trends and sharing them with the team to inform our ongoing brand development and marketing activities.
- Copywriting across the organisation, including stewardship and impact communications, in an inclusive and accessible style.
- Writing briefs for external agencies/freelance support as required.

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- Overseeing the creation and maintenance of a comprehensive suite of marketing collateral that meets needs across the organisation, ensuring there is a cost-effective process in place for commissioning new materials.

Income generation marketing

- Execute the delivery of the fundraising marketing plan, including community and challenge fundraising, lead generation, promoting charity partners and supporting donor growth.
- Develop marketing resources and content for speeches, scripts and assets.
- Driving engagement for the suite of annual events through promotional activity, including ticketing, email marketing, PR, evaluations and more.
- Working closely with the Social Media and Content Manager in developing and creating music therapy films and stories for high profile events, aligning them with other content and making sure they are on brand.
- Bring creative ideas to showcase and celebrate our fundraising products to our supporters and beyond through a variety of channels including press, social and digital.

Business development

- Support the delivery of the marketing strategy for business development, driving leads and acquisition of potential partners for music therapy delivery.
- Contribute to thought leadership pieces for business development to help build credibility and drive awareness of the impact that music therapy can have in specific settings.
- Support the team at key conferences with flyers, banners, presentations, speeches and other required deliverables.
- Work with the wider E&C team to build awareness and drive conversion through our digital channels.

Other duties

- Manage external freelancers including designers, photographers and videographers where required.
- Attend events and support the engagement and communications team and events team where required, including content capture and artist liaison.
- Support across other functions when team members are off or on annual leave.
- Manage the communications inbox.

CORE SKILLS

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

Skills and knowledge	Why this matters
An understanding of the different marketing channels and the value they bring to each campaign, event and activity.	You will ensure we maximise the potential of each event by reaching audiences with the right messages in the right way and at the right time to drive action and impact.

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An understanding of events and the logistics around them.	You will ensure that we maximise the potential of every touch point of the event, delivered to tight deadlines and a fast-paced environment.
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, especially with a variety of events happening throughout the year.
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.
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 events 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.
Experience	Why this matters
Experience of planning, delivering, managing and evaluating marketing plans and campaigns to support events and a range of objectives, including awareness, engagement and fundraising goals.	We need a capable and confident team to deliver marketing at our events, which means implementing plans by meeting deadlines, flexing when required but remaining laser-focused on delivering impact and outcomes.
Experience of managing multiple projects simultaneously.	Your ability to juggle lots of different projects with competing priorities will help keep things running smoothly.
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 and Robbins and amongst our suppliers, based on shared outcomes and values.

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
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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.

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