

DESCRIPTION OF ROLE

| | |
|--------------------|---|
| Role: | Audience Development Manager |
| Reports to: | Chief Executive Officer |
| Contacts: | CEO, management team, staff, external bodies and individuals. |

Context

The National Youth Brass Band of Great Britain (Youth and Children's Bands) is the UK's leading brass band for children and teenagers.

The Band exists to give exceptionally gifted young brass and percussion instrumentalists the opportunity to perform advanced music and receive the highest quality teaching, care and help to provide the brass band movement and the music profession with the next generation of brass players. At all times the Band's priority is the safety and well-being of the brass musicians of the future.

Not only does the Band provide talented youngsters with opportunities to play brass music to the highest standard, but also to improve their musicianship and musical horizons.

Overall Purpose

Reporting to the CEO the primary purpose of this role is to develop and deliver the Band's audience development and stakeholder engagement strategy so that we can meet the goals of our strategic plan.

The role will also involve developing strategic communications, in order to raise public awareness of the Band's work to support and market its courses and concerts as well as supporting fund raising for the organisation.

This role will suit someone wishing to make a real difference whilst enjoying flexibility in working arrangements.

General

- To develop a good understanding of how the Band and how it operates, its structure and the specific challenges faced.
- To participate in quarterly Trustee Meetings and be present at the Band's courses, concerts and events.
- To liaise and collaborate with the CEO and other members of staff wherever necessary to achieve the most effective, consistent and joined-up approach.

Audience Development

- Responsible for devising all audience development campaigns
- Work With the brass band community, national youth music organisations, music education hubs, schools, institutions and alumni to build a comprehensive audience for the Band

- Implement and devise an audience development strategy including reviewing ticket pricing and discounting for each concert and event to optimise income and attendance
- Maintain, monitor and update Audience Data to meet Arts Council England (ACE) requirements

PR & Marketing

- Design and develop physical marketing material - writing copy, proof-reading and liaising with printers, in accordance with brand guidelines
- Manage the NYBBGB website, ensuring it stays current with news, concerts and imagery
- Manage and develop the NYBBGB YouTube channel
- Work closely with the Funding Development Manager on campaigns to donors and potential funders, ensuring Donorfy and MailChimp are kept up to date and GDPR compliant
- Schedule and write press releases working with national and local publications across a range of genres to arrange editorial, and, where appropriate, to book press adverts
- Schedule and write social media posts sound the bands activities and concerts, creating all content needed across Facebook, Instagram and Twitter

Event management

- Attend concerts and events as a representative of the Band and engage with guests and audience
- Attend the Band's courses, concerts and auditions and other third-party events; contests, festivals etc to present a professional face, promote the Band and develop interest, audiences and general support.
- Manage and monitor ticket sales against box office from all venues and produce a regular sales reports for the management team
- Arrange complimentary tickets with venue box offices for influential guests
- Issue audience feedback surveys and and online analytics and disseminate results to the management team

Hours

This is a 40% full time equivalent role comprising core hours of c1.5 days per week plus a further c20-25 days a year attending courses, concerts and events around the UK.

Note - due to the nature of the role you will be required to be away from home for concerts and events at weekends. A UK driving licence and car is essential.

Person Specification

Experience & Expertise - Proven track record in audience development, with at least 3-5 years of experience in marketing, public relations, or community engagement, preferably within the arts, culture, or media sectors. Knowledge of Canva, WordPress and MailChimp is essential, with experience of Eventbrite, and Illuminate welcomed.

Analytical Skills - Strong ability to analyse audience data and metrics, with experience using tools like Google Analytics, CRM systems, and social media insights to inform strategy and measure success.

Strategic Thinking - capability in developing and implementing comprehensive audience growth strategies, with a focus on expanding reach, enhancing engagement, and driving participation from diverse demographic groups.

Communication & Collaboration - excellent written and verbal communication skills, with the ability to craft compelling messages and work effectively across teams, including marketing, content creation, and community outreach.

Creativity & Innovation - creative mindset with the ability to design and execute innovative campaigns and initiatives that attract new audiences while retaining and deepening relationships with existing ones.

This role requires a dedicated individual with a passion for working with young musicians. An enhanced DBS check will be required.