

JOB DESCRIPTION

POST TITLE:	Knowledge Hub & Resources Manager
REPORTING TO:	Head of Marketing
LOCATION:	ISM, 4-5 Inverness Mews, London W2 3JQ
Full or part time:	4 days per week
Salary:	Circa £38K pro rata

Job Purpose

Working with the SLT and the function leads and serving both the ISM membership and the broader music sector via the ISM Trust, to create, manage and deliver the ISM Group's resources and professional development offering across a range of platforms including digital and print, to a high standard, to brand, to budget and on time.

Responsibilities

Resources

Manage, develop and update (commissioning as necessary) all resource content across all platforms including the website in respect of the ISM, ISM Trust and the ISM Members Fund. Content will cover professional development and advice relating to all aspects of being a musician from cradle to grave, but not marketing material. This is called the knowledge hub.

Ensure that the tone of the ISM Group's knowledge hub is on brand, consistent, appropriate to our audiences, and is optimised for maximum impact eg SEO.

Develop and deliver the professional development programme via a range of channels including events, seminars, webinars and resources, to a high standard, on brand and to budget.

Manage all suppliers and partners relating to the ISM Group's knowledge hub engaged in the creation and delivery of content, publications and professional development, ensuring an integrated and coordinated approach across other functions.

Working closely with External Affairs and Marketing, maintain an in-depth knowledge of the music sector, and actively seek out relevant partners and opportunities to develop and sustain the ISM Group's knowledge hub.

Maintain an audit of all knowledge hub resources whether they are in print format, on the website or delivered through webinars and ensure that all resources are updated on a

regular and timely basis, working with other members of the team or commissioning new content as necessary.

Have a good understanding of developments across the sector which might affect those working in music, and ensure that our resources adequately support ISM members in connection with these developments.

Edit and update content on the ISM Group's websites when required.

Publications

Lead on the production of membership publications such as the ISM Handbook and Diary including coordinating staff regarding the creation of content and managing the design process and delivery commissioning and writing articles as required.

In conjunction with the CEO, lead on the creation and production of the ISM Music Journal.

Administer ISBNs and the registering of works with PLS. Review all PLS royalty statements for accuracy.

Assist with the proof-reading and editing of resources and publications across the organisation when required.

Attend industry events when required and use social media as appropriate to raise the profile of the ISM Group.

Charity Work

Develop a series of webinars and seminars for the ISM Trust and the ISM Members Fund, working with the CEO to ensure that the programme is coherent and will appeal to ISM members and the wider music community.

Ensure that each webinar/seminar is marketed effectively to maximise the number of those attending. Collate data in connection with all aspects of the delivery of the webinar programme.

Assist in the preparation of Board papers for both the ISM Trust and the ISM Members Fund

Ensure that the budgets for both the ISM Trust and the ISM Members fund are followed.

Monitor the external environment and develop a good understanding of the ambitions and strategies of competitors to the ISM Group's charities. Advise the SLT as appropriate.

Ensure that all resources whether within the ISM or the ISM Group's charities are always on brand.

Other duties as requested by the SLT.

Core commitments for all staff

Perform your role to a high standard, to time and with dedication and commitment.

Deliver the ISM Group's agreed objectives and maintain our reputation of working at the forefront of supporting the music profession.

Deliver the ISM's 5Gs at all times (Grow the membership of the ISM, Grow the income of the ISM, Grow the influence of the ISM, deliver Gold standard services, Great people)

Treat all colleagues, members and people you come in contact with as a result of your work at the ISM with fairness and respect and in accordance with our commitment to equal opportunities.

Ensure effective, efficient and timely communication with all colleagues and stakeholders with an emphasis on face-to-face communication.

Take responsibility for your own health and safety and responsibility for the reporting of hazards that you believe could impact on health and safety within the ISM's premises and other premises used by the ISM.

Staff are required to take part in the appraisal process and to undertake continuous professional development and training such as may be necessary to meet our business objectives.

Please note this job description provides a broad outline of the duties and requirements of the post and is subject to review and change to meet the ISM Group's operational needs.

Person Specification

Essential:

- At least 5 years' experience working in the field of publications, resources or professional development with an in-depth understanding of the range of platforms available to optimise success
- Demonstrable track record of success in previous roles
- Strong project management skills
- Very strong digital and communications skills with a good grasp of copywriting skills, brand and positioning
- Experience of Adobe Creative Cloud tools
- Good understanding of managing resources across digital platforms
- Good understanding and application of brand
- A positive 'can do' attitude

- Good team player who works well under pressure and to deadlines
- Excellent written and oral communication skills and the ability to communicate persuasively to a wide range of audiences
- Excellent attention to detail
- High levels of emotional intelligence
- Experience of the music or creative sector, or the charity sector, or has worked in a membership organisation

23 May 2024