



NORDOFF & ROBBINS

Job Title:	Music Industry Lead
Accountable to:	Head of Music Industry
Location:	London/Hybrid working (mix of office and home – minimum 2 day per week in London office NW5 1PQ)
Working Hours:	40 hours per week, (may include some evenings and weekends required)
Contract type:	Permanent
Annual leave:	31 days pa plus bank holidays
Salary:	£37,789 plus £1500 London Weighting where applicable

About Nordoff 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.

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.

Our Music Industry Team

The Music industry team plays a pivotal role in shaping and executing the charities overall Music Industry relationship strategy. The team are responsible for building, nurturing, and optimising key relationships with external stakeholders, supporters, partners, and industry influencers to drive business growth and enhance the charities' reputation within the Music Industry. By 2028, through the delivery of our music strategy we will have evolved our relationship with the Music Industry to be both that of funder and also creating access to their audiences to grow our supporters and donor base.

About the role

The Music Industry Lead is key to amplifying the work of Nordoff and Robbins through delivering a successful artist/celebrity ambassador program. This role will support the growth of our audiences by aligning high-profile voices with our events portfolio, marketing campaigns, and press opportunities, consistently increasing the reach of the charity. It also supports the understanding of our work by identifying media opportunities to tell our stories in collaboration with the engagement and communications team.

Strong interpersonal skills are essential to keep our ambassadors informed and engaged in our work as well as identifying and onboarding new voices who can champion our cause and grow our audience. The Music Industry Lead is part of the Music Industry team reporting into the Head of Music Industry. The post holder will be responsible for maintaining music industry relationships, identifying, recruiting and stewarding all artists, VIPs and celebrities to support the work of Nordoff and Robbins through an all year-round ambassador engagement programme that also generates income from artist led activities.

What you'll be responsible for:

- Oversee our work with artists (including influencers/content creators), building on strong existing relationships and developing new ones to strategically deliver reach, engagement, and impact.
- Liaison and lead on delivering the artist ambassador programme for N&R, coordinating all assets/permissions/content and timings.
- Deliver excellent stewardship to keep all artists consistently engaged with N&R
- Develop and record on the artist data base a profile for each artist that includes likes/dislikes/music/hobbies etc

2 Lissenden Gardens, London, NW5 1PQ

nordoff-robbins.org.uk

- Assist Head of Music with artist led commercial projects liaising with management to capture and deliver specific asks
- Deliver artist stewardship across all N&R events, third party events, communication campaigns and partnership activities
- Successfully steward key partnerships from across the live and recorded music industry to maximise fundraising opportunities
- Responsible for delivering an income generation target from artists, VIPs and celebrities from activities such as gigs, tours, merch, and develop other artist ticket donation activities
- Support the N&R events portfolio with all the administration and stewardship of all artists, VIPs and celebrities, including sourcing auction prizes for N&R owned events such as - O2 Silver Clefs, Carols, Golf, Raceday and Northern Music Awards (NMAs)
- Responsible for recording all artist activity across all N&R events, third party events, communication campaigns and partnership activities on the charity supporter database
- Responsible for driving loyalty from talent and their teams so they become advocates of the charity and participate in brand partnership activities, charity marketing campaigns and initiatives to help us raise the profile of our work.
- Reengage the next generation of Music Industry – hearts and minds supporting N&R's mission
- Support the Head of Music Industry to create strategic partnerships across all aspects of the Music Industry that afford us both funds and access to fans (this includes Artists)
- Support the Head of Music Industry to identify key music industry stakeholders, partners, and supporters critical to the charity's success and create targeted engagement plans.
- Support the Head of Music Industry to identify and pursue opportunities to secure new partnerships with influential entities in the music industry, expanding our network and reach.
- Leverage relationships to drive income growth and expand the charity's presence.
- Effectively communicate the company's values, vision, and mission to external stakeholders.
- Identify and pursue opportunities to expand existing relationships, driving income growth.
- Collaborate with the Partnerships and Event teams to leverage relationships for new business development.
- Ensure that relationships contribute positively to the charity's brand reputation and image working collaboratively with the N&R Engagement & Communication team.
- Stay abreast of industry trends, market changes, and emerging opportunities that may impact the charity's relationships.

About you

To be successful in this role you will have experience of effectively engaging, developing and managing relationships with high-profile supporters, their agents and managers, publicists, creative agencies, and prospective brand partners. Excellent interpersonal, networking, negotiating and relationship building/management skills are essential too, as is the ability to demonstrate tact and confidentiality with high profile relationships. You will have experience of working collaboratively across strategic communication, fundraising and commercial teams with a good understanding of how to cultivate brand awareness, fundraising tactics, and comms that can be delivered through social media, digital communications, and media relations. An ability to plan, project manage and oversee competing priorities is also essential in this role.

2 Lissenden Gardens, London, NW5 1PQ

nordoff-robbins.org.uk

Other duties

- You will attend and support our fundraising events in your capacity as Music Industry Lead at N&R – This will include some evening and weekend work at times.

Things we all do

- You will be an ambassador for N&R in all your interactions
- You will create healthy working relationships across all stakeholders and networks imperative to N&R's ambitions.

Your skills

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

Skills and knowledge	Why this matters
Good understanding of the Music Industry and its networks, along with a useful contact book.	The Music Industry is a key relationship and an important community for N&R.
Strong IT skills (Excel, Word, PowerPoint) and experience using a Salesforce database	There are a wide range of documents, databases and programmes used within the music industry team. You will need to be confident and efficient at using all software
Excellent interpersonal and teamwork skills	This role requires frequent communication and involvement within the Engagement & communications team and wider national Fundraising team.
Excellent written and verbal communications with the ability to communicate effectively and professionally with different internal and external audiences	This role requires a competency in written communication via email and on administrative documents, as well as frequent communication on the phone/Zoom meetings.
Excellent organisation with strong administrative and recording skills as well as attention to detail	You will ensure we communicate clearly and effectively with all N&R Supporters and Donors to maximise engagement to generate income
Confidence to speak with a broad range of supporters and donors.	As a representative of N&R, you will need to demonstrate warm, clear, and effective communication when contacting external donors, and colleagues across the organisation.
Excellent time management and organisational skills	This role requires frequent communication and involvement internally with the Engagement & Comms team and wider national Fundraising team, and externally with key supporters and donors.
Resourcefulness and a self-starter approach with an ability to manage own workload and supporting the activities of a team	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
Able to, on occasion, travel more widely for other relevant activities	Working in fundraising and events requires flexibility and agility.
Experience	Why this matters

2 Lissenden Gardens, London, NW5 1PQ

nordoff-robbins.org.uk

Experience working in a team which is working towards achieving income targets	For the understanding of working to strict budgets and restricted expenditure
--	---

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
Experience of working in a charity or other not for profit organisation	Understanding the importance that all income is invested in the charity is key. Our charitable mission is the reason we exist, and every person and role within the organisation has their part to play in this.

2 Lissenden Gardens, London, NW5 1PQ

nordoff-robbins.org.uk