

# CONCERTS + ARTS ADMINISTRATION DEVELOPMENT SCHEME (CAADS)

## Recruitment Information and Application Form

### 1 ABOUT UNIVERSITY OF SHEFFIELD CONCERTS

A Sheffield destination for musical **discovery, learning, and participation**. **University of Sheffield Concerts** combines eclectic programming, internationally renowned performers, and creative learning opportunities in a dynamic music event series aimed at diverse city audiences.

#### MUSICAL DISCOVERY

We provide a series of one-hundred public concert performances, festivals, and creative projects per year, encompassing a range of musical genres including: classical; contemporary; jazz; world; and folk music. Through our artistic programming and world-leading University research we champion musical partnership. Our collaborations with national and internationally renowned artists (including but not exclusive to our Associate Artists), and organisations in the city inspire and create new works and performances, making a key contribution to the city's cultural vibrancy.

#### MUSICAL LEARNING

We create real-world challenges and experiences for our students to equip them for future careers in music. Our concerts enable to students work with inspirational musicians who share insight and expertise in provision of masterclass and coaching opportunities. Students also develop a wealth of experience alongside performance. Through composing, conducting, and sound-recording and production, in addition to music management and arts administration, University of Sheffield Concerts provide numerous opportunities for student skill development.

#### MUSICAL PARTICIPATION

We commit to developing musicians and audiences of the future by offering outreach initiatives to local schools, ensuring children of all ages and backgrounds participate in musical learning opportunities. We develop creative partnerships with local schools and engage with hundreds of children in the city, many of whom have limited or no access to music provision. Our work is underpinned by engaging and immersive learning activities using the full scope of our musical genres and vast array of artists and in-house ensembles.

For more information about University of Sheffield Concerts visit: [www.sheffield.ac.uk/concerts](http://www.sheffield.ac.uk/concerts)



**2****ABOUT CAADS**

University of Sheffield Concerts is committed to career development and our popular internship scheme benefits students from across the institution. CAADS fosters paid opportunities for students to develop skills in arts administration and music management in a demanding, outward facing professional context. You will work as part of a highly skilled team and develop skills in a number of core music management functional areas (marketing, operations, finance, and programming) across a range of concerts projects and outputs. The scheme is a great way to build up your CV, and a number of former participants have entered subsequent employment in arts organisations throughout the UK.

**3****WHAT PREVIOUS PARTICIPANTS HAVE SAID**

*“As Concerts Intern I learnt a great deal about what goes into the running of a successful concerts series. It was an invaluable experience that I enjoyed enormously and it ignited a passion within me to make music management my career.”*

*“During my time as Concerts Intern I have been able to gain an insight into the organisation behind a successful concert series and work with and alongside music professionals. I have been given the opportunity to develop skills in tasks I previously had little experience with and this has increased my confidence a great deal. The internship has been a great platform on which I hope to build professional experience in the future.”*

*“As the Concerts Intern I gained experience in all the different roles involved in running a concert series, from artist liaison to hosting the front of house. I met so many interesting and important musicians who offered great insight to being a successful musician. Most importantly it helped me decide which direction to go after University, and it stands out on my CV. I really enjoyed the experience and would definitely recommend it.”*

*“I had previously undertaken a work experience post in the Summer, and I was drawn to the internship with the concert series because it allowed me to specialise in marketing, which I have now gone into as a career. However, the internships are also suitable for those without experience, providing a great introduction to arts administration. My experience as an intern will prove invaluable in securing a job in this area after I graduate”*



**UNIVERSITY OF SHEFFIELD**  
**concerts**

**Concerts Officer: Marketing and Digital Media\***

The Marketing and Digital Media Officer is the voice of University of Sheffield Concerts. You will be a champion of Concerts' mission and outputs connecting artists, audiences, music and the city. The Marketing and Digital Media Officer will work with the Concerts Team to promote our brand, manage our social media accounts and be passionate about music making to develop new, and grow existing audiences to support our work.

\*Please note at the time of writing there is a possibility the Marketing and Digital Media post will not run in 2018 - 2019, pending a current review of Concerts staffing arrangements. Instead of completing a full application form, we request students interested in this post email [concerts@sheffield.ac.uk](mailto:concerts@sheffield.ac.uk) to initially express their interest in the role. They will be invited to apply in full once we can confirm the post will definitely go ahead for this year.

*Specific responsibilities include:*

- Manage social media accounts, creating engaging content which can be posted across our YouTube, Facebook, Instagram and Twitter platforms
- Ensure daily activity (through live posting and advance scheduling)
- Take pictures and videos at selected concerts and post to social media platforms, and edit and upload student video footage
- Update the concerts website on a regular basis
- Look at trending content which can be used to engage our online communities
- Maintain overview of other relevant social media activity in the city and interact accordingly
- Produce a social media schedule for the season, with weekly schedules to be reviewed in marketing meetings
- Maintain Facebook events
- Create Spotify playlists for all concerts and promote via social media
- Moderate public content and respond to customer enquiries across social media platforms
- Promote University of Sheffield Concerts online through listing websites, forums and online calendars
- Support the Marketing Lead and Concerts Administrator in all marketing activities to ensure box office targets are met for concerts
- Support the whole Concerts Team to develop audiences by supporting marketing activity and audience development and loyalty schemes
- Support the whole Concerts Team to develop networks in the city to advocate our work
- Any other duties delegated by more senior team members in support the continuing operation of University of Sheffield Concerts.

*Person Specification:*

- Good knowledge and passion towards a wide range of musical genres
- Experience with social media platforms (Twitter, Facebook, Instagram)
- Excellent written communication skills, ability to write succinctly and accurately
- Good attention to detail
- Computer literate, ability to use standard Office, Google, and social media systems
- Experience with video editing software (ideal but not essential)
- Experience with photo-editing and desktop publishing software (ideal but not essential)
- Excellent organisational skills with a flexible and can-do attitude and approach to work
- Ability to work effectively both independently and as part of a team

**5****JOB OUTLINE**

**Job titles:** Concerts Officer: Marketing and Digital Media

**Reports to:** Concerts Creative Marketing and Communications Lead (with overarching support from Concerts Director)

**Appointment:** 2018-19 academic year (with a probationary period and review after Semester 1)

**Based in:** Concerts Office, Department of Music, Jessop Building

**Hours:** 14 hours a week for 13 weeks in each semester, commencing in Intro Week in Semester 1. Specific allocation of hours is flexible and will be tailored around lecture commitments.

**Pay Rate:** £9.13 per hour

**6****REGISTER INTEREST**

To register your interest in this position please email [concerts@sheffield.ac.uk](mailto:concerts@sheffield.ac.uk) by 17:00 on Wednesday 30 May.



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