

Development and Marketing Officer

About Gabrieli

For over 40 years, the Gabrieli Consort & Players, under the artistic direction of Paul McCreesh, has cultivated an international reputation for excellence, innovation and wide-ranging ambition.

Gabrieli is renowned both for its performances and a widely acclaimed recording catalogue of great choral, vocal and instrumental repertoire from the Renaissance right up to the present day. Gabrieli seeks to challenge common and accepted perceptions of classical music, combining rigorous scholarship and free, imaginative and expressive music-making.

For the last fifteen years, Gabrieli has pursued a high-profile agenda to widen access to choral music for young people. Gabrieli Roar engages teenagers in performances of major oratorios from Handel to Elgar in many of the country's iconic cathedrals. In partnership with an ever-increasing network of diverse British youth choirs, we take a bold stance on the ability of young singers and train teenagers to perform side-by-side with our professional musicians. We enable them to experience the brilliance of classical music from within.

We have ambitious plans for Gabrieli Roar to become the UK's leading choral training programme for schools and youth choirs. We have recently received substantial investment to support expansion over the next five years.

Gabrieli has charitable status and is governed by a Board of Trustees which is currently being restructured. We are about to announce the appointment of a high-level arts leader as Chair. The management of the organisation is currently structured with three Heads of Department – Director of Development, Director of Gabrieli Roar and Director of Concerts & Tours, who all work alongside Artistic Director, Paul McCreesh. In each department there are freelance support staff.

The Role

With recent significant funding success, Gabrieli is seeking a full-time Development & Marketing Officer, to increase the organisation's brand awareness; build strategic communication across our broad spectrum of stakeholders; devise short and long-term development and marketing campaigns and events as well as develop digital content for our social media channels.

The postholder will work as a member of the Development team, although they will be expected to liaise with staff and freelance staff across the organisation as well as partners, beneficiaries, photographers and our freelance PR Consultant.

The Development & Marketing Officer will support the Development Director with administration and will have the opportunity to lead on new initiatives. They will also ensure that accurate records are made around consents and all aspects of GDPR.

Over the next few years Gabrieli will need to embrace ideas on how to further engage with donors, supporters, audiences, partners, young people, parents, music directors, cathedrals, music education hubs. The postholder will be a critical member of that team helping to plan and implement these new initiatives.

We are particularly interested to hear from you if you feel you are from a background that is currently underrepresented in orchestral music.

Key Responsibilities	
Development	<ul style="list-style-type: none"> • Support the development team with administrative tasks, ensuring donors are recorded in our CRM system, Salesforce and records are kept up to date. • Ensure that all digital pathways for donors are up to date and functioning correctly. • Work with the Development Director to devise creative ways of attracting supporters to our website and signing up to our supporter database. • Support the Development Director in exploring new ways of growing individual giving, especially through digital means. • Produce digital content for donors and our campaigns, for example the Big Give. • Help the Trusts and Foundations Manager produce content for trust reports. • Work with the Development Director to develop an active and segmented supporter base ensuring that necessary consents are in place and accurately recorded.
Marketing	<ul style="list-style-type: none"> • Alongside the Development Director plan and implement a social media plan that engages all of our stakeholders. • Plan and implement a monthly Gabrieli newsletter to supporters and audience members using MailChimp. • Work with the Development Director and the team to explore branding, website development, positioning of Gabrieli’s messaging and tone of voice. • Liaise with our freelance PR Consultant to market our concerts. • To coordinate all front of house activity including maximising ticket and programme sales at Gabrieli Roar events and at occasional UK based Gabrieli Consort & Players concerts.
Person Specification	<ul style="list-style-type: none"> • Experience working in a marketing role within a cultural organisation • Track record of designing, implementing, and evaluating marketing campaigns across print, digital and media. • Experience in developing engaging content across social media platforms and in line with broader brand, marketing, and communications strategies. • Excellent written and verbal communication skills, with a strong ability to connect with current and new audiences, supporters, and stakeholders. • The capacity to set goals and achieve them independently whilst communicating proactively with colleagues and working collegially within the Gabrieli team. • Ability to prioritise, working to tight deadlines in a dynamic and changeable environment; excellent organisational skills. • Flexibility, adaptability, and enthusiasm, with a knowledge of or interest in music.

To apply

Interested applicants should submit a CV, covering letter (max 2 pages) and monitoring information to info@gabrieli.com by **9:00am on Monday 25th March**

First round interviews will be held online week commencing 1st April 2024

Second round interviews will be held in London during 8th April 2024

Term: Permanent
Salary: £25,000
Reports to: Development Director
Hours: Normal working hours are 9:30am-6:00pm Monday to Friday. This is a hybrid position, mostly working from home and it may require out of hours work, including evenings and weekends, as well as domestic travel.
Holiday: 20 days annual leave pro rata in addition to statutory bank holidays (will increase up to 25 days over period of time)
Trial: This appointment is subject to a six-month probationary period
Pension: Enrolment in Gabrieli's contributory pension scheme (NEST)

If you have any questions about the role before applying, please do not hesitate to contact Nicolette Shaw @ nicolette@gabrieli.com