

Marketing and Communications Manager

Job Pack

July 2025



**AUDIOACTIVE IS A NON-PROFIT ORGANISATION THAT
CREATES SOCIAL CHANGE THROUGH MUSIC AND
DEVELOPS EMERGING TALENT.**

Dedicated to creating social change through music, AudioActive provides free open-access sessions, workshops, and opportunities that empower young people in Sussex to explore their talent, find their voice, and shape their futures. Whether it's emerging rappers, producers, or vocalists, AudioActive nurtures raw potential, providing young people with the tools to turn passion into purpose. From grassroots sessions to talent development, AudioActive is where music meets social impact. We are restless, unafraid, and excited about what we do.

After over 20 years of operation and having achieved national and international recognition for our work, we were awarded National Portfolio Organisation status by Arts Council England April 2023. Over the last 3 years, our turnover and public benefit has grown considerably, and our core infrastructure and governance has developed in line with this growth.

With our roots firmly in Black and underground music scenes, we're proud to have been involved in and nurtured the journeys of some of the brightest talents to emerge in the UK music scene in recent years. AudioActive alumni have won considerable acclaim over the years, including BBC Sound of 2019, BBC Sound of 2020 and various BRIT Awards. We're incredibly proud to have also been endorsed by luminaries such as Ezra Collective and Rizzlekicks at major music industry award ceremonies.

VISION & MISSION

VISION

Better futures through and for music

MISSION

For young people and emerging artists of all backgrounds to fulfil their potential, through:

MUSIC FOR SOCIAL CHANGE

Offering innovative, accessible interventions that use music to support Young People & communities to tackle and overcome difficult challenges in their lives

GRASS ROOTS TALENT DEVELOPMENT

Providing free access to projects, resources and support at different levels to enable Young People of all backgrounds to discover and nurture their talents

A FAIRER, MORE INCLUSIVE INDUSTRY & WORLD OF WORK

Providing further career and professional development opportunities beyond our social innovation and grassroots talent development programmes

The coming years are about sustaining our vast amount of work with young people and emerging artists across Sussex, as we look to achieve a number of key outcomes including:

- Further establishing our programme of music projects in Crawley, Eastbourne and Worthing.
- Launching our own platform and record label.
- Linking up our programmes across our focus towns to create a sub-regional centre of excellence .
- Increasing our online reach and engagement through the development of our social media
- Developing how we get our message across to our various audiences- we are not speaking to just one section.



OUR VALUES:

RESTLESSNESS

We don't ever want to stand still. Music and technology are always evolving, and we want to always remain relevant to the younger generation.

INNOVATION

Finding new ways to do things excites us and helps to push the boundaries of music and youth work.

COURAGE

We're not afraid to set ourselves ambitious goals, even if that means facing adversity along the way.

COLLABORATION

Partnership is in our DNA, whether that's with Young People or like-minded organisations who share our vision.

AMBITION

We believe the potential of all Young People to be limitless and will never discourage their ambition.

INCLUSIVITY

Achieving equality in the music industries and in wider society starts by providing equal opportunities for all.

PROGRESSION

We work with Young People and artists at every step of their journey, building relationships that last.

IT'S ALL RELATIVE

Success means different things to different people. We judge our achievements and those of Young People on a case-by-case basis



WHO WE'RE LOOKING FOR

We're looking for someone creative, well-organised and ambitious – who is passionate about music. We don't just mean someone who is on the pulse in terms of who the next big thing is or someone who regularly attends gigs. We mean someone who understands music and youth culture and the power that music has to create social change.

We're looking for someone who has bold ideas of their own and an eye for talent. You'll have the ability to interpret our vision, conceiving and planning projects and campaigns, working collaboratively to execute your ideas and delegating tasks to our always-growing community of creatives.

AudioActive is at an exciting point in its development and we're looking for an ambitious person who is eager to develop their career alongside our growth.

We're proud to have a diverse staff team and in order to stay accessible and relevant to the people and communities we work with, we are proactively seeking, and especially encouraging applications from:

- People of colour
- People who identify as female
- People who identify as non-binary or gender variant
- People with lived experience of disability, marginalisation or neurodiversity
- People from the LGBTQIA+ community
- People under the age of 30

THE ROLE

We're seeking a dynamic Communications and Marketing Manager to amplify AudioActive's reach, strengthen our brand, and engage diverse audiences, locally and nationally. This pivotal role combines strategy, creativity, and collaboration to ensure our mission resonates widely. You will act as a connector between internal teams and external creatives, managing campaigns, content, and communications across all platforms.

KEY RESPONSIBILITIES

- Develop and implement a comprehensive Communications and Marketing strategy aligned with AudioActive's goals, working closely with our Director.
- Manage and grow AudioActive's multi-platform social media channels.
As part of this role, you will be responsible for shaping AudioActive's social media strategy, maintaining a consistent and authentic tone across all platforms. Overseeing a junior team member, you will ensure quality control for every post, aligning content with our mission and values. You will also manage content plans, delegate tasks, and book in the creation of materials such as online posters, infographics, and video content to promote our wide range of activities.
- Manage a pool of freelance creatives (designers, videographers, copywriters) and assign projects, ensuring all activities are documented.
- Oversee the creation of print and digital communication including flyers and posters, digital assets, case studies, and imagery.
- Oversee the distribution of print, manage digital archive of all assets.
- Build and manage email campaigns, newsletters, and segmented audience databases.
- Collaborate with project teams to engage young people and emerging artists.
- Develop and maintain AudioActive's website, ensuring regular updates and consistent branding.
- Represent AudioActive at events and oversee documentation of activities for marketing purposes.
- Ensure all materials adhere to brand guidelines and align with our mission.
- Evaluate marketing activities and contribute insights to strategic meetings.

- Overhaul and manage the CRM database in compliance with GDPR.
- Work within the budget to get the most out of it.

PR RESPONSIBILITIES:

- Build relationships with press, journalists, and influencers.
- Write and distribute press releases, maintaining relationships with media contacts.
- Oversee media outreach and generate coverage to promote our events, projects, and impact.
- Keep stakeholders updated through branded communications.

PERSON SPECIFICATION

- Experience in marketing, communications, and team management.
- Excellent organisational and interpersonal skills.
- Knowledge of social media, email marketing, and CRM systems.
- A passion for music, youth empowerment, and community development.

ESSENTIALS

- High standard of written and verbal communication, as well as experience writing for a website, newsletter and/or social media
- Ability to create briefs, delegate and outsource tasks to staff and collaborators
- Good knowledge of the current social media landscape
Good knowledge and passion for music and music culture
- At least 3-years' experience in a marketing and communications role
- Experienced user of CMS and CRM or similar software solutions used to manage data, projects and stakeholder relationships
- Day-to-day working knowledge of GDPR policy and procedure for comms work

AUDIOACTIVE

- The ability to develop and maintain positive relationships with a range of colleagues and stakeholders at all levels
- A creative person who is able to use their own initiative
- Ability to work to deadlines and to react to incoming requirements
- Excellent attention to detail in delivery of your work
- Good level of content creation skills for all social media channels (Facebook, Instagram, TikTok, Twitter, LinkedIn)

DESIRABLE

- Established contacts in media and music that can aid AudioActive.
- Experience using Canva, Photoshop or similar software.
- Good knowledge of the youth, community & music industry sectors.
- Experience in developing an audience.
- Experience working on fundraising campaigns.

REQUIREMENTS FOR ALL POSTS

- Be familiar with and adhere to the company's policies and procedures including Child Protection, Equal Opportunities and Health and Safety.
- Regularly refer to the branding and communications associated with the company, always communicating in line with them.
- Contribute to the company's ongoing fundraising activity, referring opportunities to other staff, and contributing to work around fundraising such as applications as required.
- Refer regularly to the company business plan which will form the foundation for our working practice and objectives.
- Provide necessary information to support the company's monitoring and evaluation procedures.
- Attend and support company networking, performance opportunities and events as required.
- Update your online calendar to inform the company of your timetable.
- Complete holiday/lieu forms in accordance with company procedure.
- Where applicable, be responsible for monitoring your own DBS disclosure and its date of renewal.
- Complete relevant finance forms in a timely manner when using company money.
- It is important that our work is safe, and accessible to other members of the team. Regularly back up your work using appropriate databases such as the company server, or Google Drive in accordance with company filing guidelines within the business plan.
- Work in a flexible manner, being flexible to work evenings and weekends and willing to undertake other duties as required.
- Uphold the core values of AudioActive and operate in accordance with them.



WORKING AT AUDIOACTIVE

We have a culture of developing roles around the strengths and expertise of our colleagues, and we envisage that this post will have scope to develop as the organisation grows.

Reports to: Director of Programmes, Marketing and Communications (DSL)
Working with the CEO, the Director of Operations (when appointed) and Project Managers.

30 hours per week (0.8 FT) at £26k – £28k p.a. pro rata. Hybrid working is available.

Hours will be worked mainly during weekdays between the hours of 9am and 6pm. Work hours can be flexible in agreement with your manager.

Permanent contract. A probationary period of 6 months will apply.

ANNUAL HOLIDAYS

The holiday entitlement is 33 days per annum including bank holidays (Pro-Rata). Part-time staff are entitled to a pro-rata of the 33 days based on their working week. In addition, you are not required to attend work between 27th and 31st December, if your work days fall in this period.

PENSION SCHEME

All eligible members of staff will be automatically enrolled in accordance with the legislation, to the Staff Pension Scheme. Contributions are currently 8% of basic salary, of which 5% is payable by the member of staff concerned and an additional 3% provided by AudioActive. Staff will be supplied with further details upon commencement. The pension scheme may be subject to change, and staff members may opt not to take part in the Scheme.

EMPLOYMENT BENEFITS

All employees receive a contribution of up to £200 per year (pro rata) to support them to maintain a passion for music and an up to-date awareness of music, particularly where relevant to young people that we work with. Expenditure is flexible (to be agreed with the CEO) and can include music streaming or magazine subscriptions, gig, festival or conference tickets etc.

Safeguarding & Safer Recruitment

Any offer of employment will be made subject to the receipt of satisfactory references and, where relevant, a Disclosure and Barring Service (DBS) check in line with our Safer Recruitment Policy.

AudioActive operates within robust safeguarding standards and procedures. We are fully committed to creating a safe environment for the children, young people, and communities we work with. As such, we carry out comprehensive checks on all potential new staff to deter individuals with harmful intentions and reduce the likelihood of unsafe practice.

All staff who work directly with children, young people, or have access to confidential information will be required to complete an enhanced DBS check.

In line with the Rehabilitation of Offenders Act 1974, applicants are required to disclose any unspent criminal convictions. Certain roles, particularly those involving work with children and vulnerable people, are exempt from the Act and may require disclosure of all convictions, including those that are spent. This will be clearly outlined in the recruitment materials for such roles.

We are committed to ensuring that any disclosure is handled in a confidential and proportionate manner, and we recognise that a criminal record will not necessarily bar someone from working with us. This will depend on the nature of the role and the circumstances and the background of the offence(s)

If you have any concerns or questions about this process, we encourage you to contact us for an informal conversation before applying.

We operate within an anti-slavery and human trafficking policy.



HOW TO APPLY

To apply for this role, please send an email to recruitment@audioactive.org.uk with your completed application form and a completed equal opportunity form. Please attach as a PDF.

If you have any questions or would like to have an informal chat about the role, please contact recruitment@audioactive.org.uk.

Due to capacity and the number of applications we receive, we regret that we are not able to offer individual feedback on unsuccessful applications at this stage of the process.