

COMMUNICATIONS LEAD

Job Description and Person Specification

Location:	Kent Music Head Office, Javelin Way, Ashford, TN24 8FN
Working Hours:	Full or Part Time, 24 – 37 hours per week, across 4 or 5 days
Contract:	Fixed term up to one year (maternity cover)
Salary:	£31,038.44 pro rata, per annum, plus a workplace pension auto-enrolment contribution from Kent Music of up to 3% of salary. (Subject to meeting minimum requirements)
Annual Leave:	22 days per year, increasing to a maximum of 27 days. This entitlement is in addition to statutory bank holidays and three additional days' leave at Christmas. Entitlements are pro-rata for part-time employees.

1 About Kent Music

Kent Music is a music education charity and the Hub Lead Organisation (HLO) for the Kent & Medway Music Hub. The organisation is driven by a core belief that music changes lives.

We work closely with schools, colleges, cultural organisations, and other partners to ensure that learners of all ages, especially children and young people, across Kent and Medway have access to high-quality music education both in and out of school.

Our Values

- **Creativity** – we champion creativity, nurture imagination and spark inspiration
- **Achievement** – we empower people to progress and excel
- **Inclusion** – we open doors, fostering inclusivity and accessibility
- **Awareness** – we recognise the impact of our actions and make ethical and informed choices
- **Joy** – we encourage fun, seeking enjoyment and opportunities for celebration

2 About the Role

The Communications Lead is responsible for delivering communications that supports the Kent Music Strategy and Local Plan for Music Education. The Communications Lead raises the profile of Kent Music across Kent and Medway, ensuring that the right messages get to the right people and that our brand and values are consistent.

The Communications Lead oversees the design and production of all print and digital marketing materials and manages our online presence.

3 Job Description

- 3.1 Lead on promotional activity across Kent Music, supporting campaigns, recruitment, and audience engagement in line with Kent Music priorities.
- 3.2 Create and distribute engaging and accessible Kent Music content in response to planned activities and emerging opportunities, independently and in collaboration with colleagues.
- 3.3 Use WordPress to maintain and update website content, including internal maintenance requests and providing support to colleagues.
- 3.4 Lead on the design and production of printed materials using Adobe Creative Suite.
- 3.5 Collate and distribute two monthly newsletters for subscribers and staff.
- 3.6 Monitor and manage social media channels responding to comments and emerging trends.
- 3.7 Regularly review, plan, and schedule social media content aligning with Kent music priorities and campaigns.
- 3.8 Maintain the visual brand and support colleagues to deliver consistent branding across all communications.
- 3.9 Manage the use and storage of media, in compliance with Kent Music safeguarding and GDPR policies and processes.
- 3.10 Respond to time-sensitive communications needs or unexpected events, providing clear, timely and appropriate messaging.
- 3.11 Work within the set communications budget.
- 3.12 Proactively keep up to date with industry trends and practices.

4 Person Specification

	Essential	Desirable
Qualifications and training		
Further or higher education in a relevant subject.		✓
Knowledge, skills, and experience		
Experience working in a similar role with comparable responsibilities.	✓	
Able to take the initiative to develop new and creative ideas to promote Kent Music	✓	
Experience of managing websites. <i>We use WordPress for our website</i>	✓	

Experience of graphic design for digital and print. <i>We use Adobe Creative Suite and Canva for graphic design</i>	✓	
Experience of managing a range of social media channels.	✓	
Excellent verbal and written communication skills.	✓	
Excellent copywriting skills.	✓	
Build professional relationships when engaging with stakeholders.	✓	
Excellent organisational and time management skills.	✓	
Able to work either self-sufficiently or collaboratively as necessary, with good use of own initiative.	✓	
Able to be conscientious and reliable when working.	✓	
Proficient in Microsoft Office applications (especially Outlook, Word, Excel, OneDrive and SharePoint), and able to learn other platforms as required.	✓	
Able to capture high quality photos and videos.	✓	
Knowledge and experience of safeguarding and GDPR processes including within publishing and media.		✓
Knowledgeable or interested in music education.		✓
Kent Music attributes		
Able and willing to work flexibly across the organisation.	✓	
Commitment to equality, diversity & inclusion, and youth voice	✓	
Experience of working in the arts and/or charity sector		✓

Safer Recruitment Statement

Kent Music is committed to the safeguarding of all its learners and staff. Safeguarding is a priority, with arrangements in place to ensure learners feel and are safe during Kent Music activities.

The learner experience and individual achievement are paramount, and safeguarding initiatives are developed to impact positively upon this. Kent Music ensures safeguarding legislation and guidance are adhered to, and taken into account when developing and revising policies, procedures, and associated arrangements. Health and Safety arrangements are in place to ensure adherence to current legislation and guidance.

Applicants will be subject to recruitment and selection procedures designed to emphasise Kent Music's commitment to the safeguarding of its learners and staff. The procedures include questioning at interview stage, verification of appropriate qualifications, acquiring references, and necessary safety checks.

Kent Music has a 'Designated Safeguarding Lead' responsible for child protection, supporting staff in carrying out their safeguarding duties, and working closely with other services. Kent Music has appropriate policies and procedures in place to deal effectively with child protection and safeguarding issues, together with recording and monitoring processes.

It is a condition of employment that all staff are trained to a level appropriate to their safeguarding responsibilities. Kent Music's trustees, Senior Leadership Team, and the safeguarding working group will continue to keep abreast of developments in this area and implement arrangements to continually improve the safety and awareness of its learners, staff, and volunteers.

Diversity and Inclusion Statement

Kent Music values diversity and particularly welcomes applications from under-represented groups of the community.

To address barriers, we will consider reasonable adjustments and access requirements throughout the application and interview process. Please alert us about anything we can do to make your application and interview process as accessible as possible.