



Applicant Pack  
Marketing and  
Communications Officer



# The Role

World Heart Beat is a multi-strand arts organisation delivering music education through the academy and live events, studio recordings, and artist development through World Heart Beat CIC, with a focus on events, the café/bar space and commercial hires as earned revenue.

The organisation delivers approximately 90 live, academy, and fundraising events per year, alongside education programmes, digital projects, and venue hires.

The Marketing & Communications Officer is a highly hands-on role responsible for the day-to-day delivery of our marketing and communications across all World Heart Beat strands. The post holder oversees all promotion and communications for live events, the academy, the Recording Studio, the Record Label, and the organisation's overall charitable messaging.

Alongside supervising a small part-time team (2 others), freelancers, and interns, the role personally creates content, posts on social media, builds and sends email campaigns, updates the website, manages event on-sales, delivers press activity, and designs marketing materials due to limited budgets.

The role is externally facing and plays a key part in stakeholder engagement, fundraising, sponsorship activity, Arts Council reporting, and the development of new audiences and digital income streams, including paid live streaming, content creation projects, and venue hire promotion.







# About Us

**World Heart Beat is a registered music charity. Its programmes enrich the lives of children and young people, and its communities. We place social justice at our heart, providing equality of access through the removal of financial barriers to all, and giving a voice to those who are underrepresented.**

World Heart Beat was established in 2009 by Sahana Gero MBE to meet the need for music tuition outside of school, and creative industry skills training, for some of London's most disadvantaged young people. The organisation now enters a new phase, opening a second site in Nine Elms, south west London. Our Embassy Gardens building, situated adjacent to the US Embassy, comprises a state-of-the-art concert hall (the first to open in London since 2008), industry standard recording studio, media broadcast room, teaching spaces and café/bar.

World Heart Beat Embassy Gardens is situated in the heart of a new neighbourhood, which forms part of the major Nine Elms regeneration. Our venue is immediately adjacent to housing estates which are amongst some of the poorest in the country, and where arts engagement is low, and fulfils a gap in provision (previously under-served for music venues (just two pubs and youth services)). We are committed to providing access to quality, inspiring and joyful concerts, and events for the community, and to playing a crucial role in social cohesion.

Our broad global music programme is intended to appeal to a breadth of audiences, reflecting the vibrant diversity of London, attracting music lovers from across the capital and from our communities. Our concert programme features international musicians, as well as emerging artists at the start of their careers. Embassy Gardens will also enable us to do more for young people than ever before. Our outstanding facilities, including our studio, means we can record young musicians, giving them a foot up in their careers, as well as deliver our EMERGE training programme, which is designed to address the lack of representation of women, Black and disadvantaged young people, in the music industry.



# Transforming Young Lives

"If it wasn't for playing music, I wouldn't be alive. I used to carry a knife, but music changed all that. Playing music is my protection now"  
WHBstudent

We nurture the talents of the next generation in a warm and welcoming environment, which sees young people thrive. From an intake of 70 young people in 2010, we currently have c.350 students aged between 5 and 25 years at our academy in Southfields and at Embassy Gardens. Our new centre will enable us to reach more children and young people, and we hope to double our numbers over the next five years.

A snapshot of our track record to date:

- **We provide 9,000+ hours of music-making each year**
- **More than 50% of students receive free instruments and tuition**
- **60% of our students are 'Black, Asian or minority ethnic'**
- **We teach a global music programme, reflective of the diversity of our communities**



Students typically come to us regularly for more than seven years, and 40% come multiple times a week, which enables us to support their growth as musicians

We support young people to become independent young people in the world, nurturing them as individuals, growing their confidence and aspirations.

At a time when music education in the formal sector is being squeezed out of the curriculum and tuition is becoming increasingly unaffordable to many, our work is more valuable than ever.



## WORLD HEART BEAT THEORY OF CHANGE INSIGHTS 2022

### MUSIC LEADERS AGED 15-25



91%

feel that WHB offers a supportive, encouraging & motivational environment



80%

have learnt new music skills at WHB



74%

feel more confident and have increased self-esteem

*“The talent, community & challenges here motivate me to get better each day.”*

### YOUNG PEOPLE AGED 12-14



97%

attend WHB at least once a week



80%

have learnt new music skills at WHB



97%

believe that if they work hard they will succeed



72%

report an improvement in their school work

*“I enjoy being in a creative environment & being around other musicians.”*

### CHILDREN AGED 11 AND UNDER



100%

attend WHB at least once a week



80%

said they feel more confident



96%

feel supported by WHB teachers and staff



72%

have improved communication skills

*“I love Wednesdays when I see my friends & the teachers. It’s a magical time.”*



# Key Responsibilities



## Marketing Strategy & Audience Development

- Develop and deliver integrated marketing and communications strategies across all organisational strands
- Develop and implement an audience development strategy
- Personally execute marketing activity alongside the team, from planning through to delivery for all four strands of the business, including recruitment for academy students
- Track marketing performance, audience growth, and campaign outcomes

## Social Media, News and Blog, Content & Video

- Create, design, and publish social media content across all platforms
- Organise and oversee content creation to maximise reach, engagement, and shares
- Lead the growth of TikTok and Instagram, with a strong focus on short-form video content
- Support and deliver a YouTube project, including content planning, promotion, and audience growth
- Lead marketing for the introduction of paid live streaming, including campaign planning and conversion
- Compile and create blog and news content and artist interviews for website
- Arrange interview and show filming for in-house content and announcements for festivals, regular and special events
- Manage social media for the academy, events, studio and record label - Facebook, Instagram, LinkedIn and TikTok

## Email Marketing (Mailchimp)

- Design, build, proof, schedule, and send all email campaigns using Mailchimp - for all strands of the business
- Segment audiences and tailor messaging for events, education, fundraising, digital projects, and venue hires

## Website & Digital Platforms

- Regularly update the website with events, news, artist content, campaigns, and venue hire information
- Brief and oversee the web freelancer while also making direct website updates

## Events, On-Sales & Ticketing

- Actively oversee and manage the on-sale process for live and digital events (assisted by the team)
- Coordinate marketing timelines, ticket launches, and promotional activity
- Compile and manage invitation lists for concerts, press nights, fundraising events, and stakeholders
- Oversee ticketing systems for record label artists and events
- Support venue and event hires through targeted email, print, and social media campaigns to raise awareness of the venue
- Maintain a presence on DICE and Eventbrite and list and sell tickets on these platforms
- Collating "on sale" content from artists

## Design, Print & Campaign Assets

- Brief external designers for print, flyers, posters, and online campaign assets where budgets allow
- Personally design marketing materials for print and digital use due to limited budgets
- Prepare artwork for print and digital distribution, ensuring brand consistency

## Press & Media Relations

- Work with team members to plan and deliver press campaigns
- Write, edit, approve, and distribute press releases, imagery and listings
- Organise press nights and press events
- Invite press and reviewers to events and performances
- Build and maintain relationships with journalists, critics, and media outlets
- Arrange interviews and live recordings with press and artists

### Record Label & Artist Marketing

- Provide hands-on marketing and communications support for record label artists
- Support releases, performances, tours, and digital promotion for artists

### Stakeholder & Community Engagement

- Meet regularly with internal and external stakeholders
- Build and maintain relationships with local businesses, residential developments, fundraisers, donors, sponsors, mentors, and sector partners
- Represent the organisation at meetings, events, and networking opportunities

### Team Supervision

- Supervise a small part-time team and interns while remaining actively involved in delivery
- Brief, oversee, and quality-check work from web, advertising, and design freelancers

### Fundraising & Sponsorship Support

- Work closely with the Development Manager on fundraising campaigns and sponsorship offers
- Create and deliver marketing materials for fundraising events, donor communications, and sponsorship proposals

### Data, Evaluation & Reporting

- Ensure audience surveys and feedback forms are distributed and collected
- Oversee and contribute to the submission of evaluation and audience data to Arts Council England

### Other

- To stay informed of current developments and best practice in marketing management
- Attend Fundraisers, Press and Supporters Nights and other World Heart Beat events as required
- Attend regular Company meetings
- Adhere to, and actively contribute to, World Heart Beat policies
- To maximise income and minimise expenditure wherever possible, without jeopardising the quality of the work or the reputation of World Heart Beat
- To act always in the best interest of World Heart Beat
- Any other duties as reasonably required



# Person Specification

---

## Essential

- Proven experience in arts, music, or cultural marketing and communications
- Strong hands-on experience across social media, email marketing, website management, and press
- Experience supporting income-generating activity, including events and venue hires
- Ability to design marketing materials for print and digital (e.g. Canva or Adobe)
- Excellent copywriting, proofreading, and organisational skills
- Experience managing staff, multiple stakeholders and external relationships
- Flexibility in relation to duties and working hours which may include some evenings and weekends to attend events

## Desirable

- Experience growing TikTok and YouTube channels
- Experience marketing paid digital or livestreamed content
- Knowledge of Arts Council reporting and evaluation
- Experience organising press nights or media events
- Familiarity with ticket sales software and optimising the use of these systems for marketing

## Personal Attributes

- Warm, enthusiastic team player
- Personable and able to talk to a wide range of people
- Self-motivated and comfortable working alone on occasion
- Excellent attention to detail
- Highly organised
- Enjoys music
- Loves what they do

## Terms And Conditions

World Heart Beat is committed to creating a positive and inclusive environment where everyone feels respected and free to work without fear of discrimination. We are an equal opportunity employer and value diversity in our practice. We encourage applications from all backgrounds and do not discriminate based on race, religion, colour, national origin, gender, sexual orientation, age, marital status or disability status. We welcome applications from people requiring flexible working arrangements and from anyone with any professional or educational background.

## Health And Safety

All employees will be required to have a DBS check and are required to understand and comply with World Heart Beat Music Academy's Health and Safety Management Policy, including taking reasonable care for their own health and safety and that of others who may be affected by their acts or omissions whilst at work. The post-holder's responsibility for promoting and safeguarding the welfare of children and young people for whom s/he is responsible, or with whom s/he comes into contact, will be to adhere to and always ensure compliance with World Heart Beat Music Academy's Child Protection Policy Statement.



# Further Role Details

<b>Role:</b>	Marketing and Communications Officer
<b>Reporting to:</b>	Artistic Director
<b>Company:</b>	World Heart Beat Music Academy/CIC (WHB)
<b>Contract:</b>	Permanent
<b>Salary:</b>	Full-time £32,000 per annum
<b>Benefits include:</b>	Contributory Pension Scheme; Staff ticket allocation; Discounts at our café; and at the company's discretion training & development tailored to your experience
<b>Hours:</b>	Full-time, 40 hours per week, with 1 hour for lunch included. On occasion the post-holder will be expected to work with flexibility to fulfil the requirements of the role and meet the needs of the organisation alongside other team members, which may include some evenings and weekends
<b>Location:</b>	Office Based, World Heart Beat Embassy Gardens, Nine Elms, South West London
<b>Holiday:</b>	20 days FTE plus bank holidays, increasing by one additional day for each completed year of service, up to a maximum entitlement of 25 days

## HOW TO APPLY

Please provide a copy of your current CV together with a covering letter explaining why you are interested in the position and how your skills and experience aligns with the person specification.

Please include the names of two referees, one of which must be your most recent employer. References won't be taken up without your consent.

Your letter, CV and EO monitoring form should be emailed to Hilary O'Connor, General Manager, at: [recruitment@worldheartbeat.org](mailto:recruitment@worldheartbeat.org)

Application Deadline: 5.00pm, Tuesday 10 March 2026

Interviews: Interviews will take place shortly thereafter