

Candidate Brief

Royal School of Church Music

Marketing (Communications) Lead



THE ROYAL SCHOOL OF CHURCH MUSIC

— 100 —

Build a Future · Cherish the Past

A Message from our Director, Hugh Morris



I am proud to lead an organisation which, whilst about to celebrate 100 years of distinguished history of supporting church music, is fully engaged with inspiring, training and leading the present and future generations of church music and musicians.

Our founder, Sir Sydney Nicholson saw a need to do something active to change things in church music for the better. That has been our task ever since; and in a complex world in need of solace and support, our mission, to enable the flourishing of church music, has never been more needed.



Over the last few years we have successfully stabilised the charity's finances and clarified its core aims, but now we need to better communicate our plans for expanding our mission and achieving all the ambitious aims we have in place – to support young people and their education and engagement with music, equip music leaders, and inspire church leaders to harness the power of music. We want to maximise the linkages between churches and communities, and show by example how music and singing can cross social and cultural

boundaries, for the wider good of society as well as the well-being of individuals. We have made big strides in outwards engagement e.g. through social media but now wish to build on this.

If you would like to join our team of dedicated staff to help us raise our marketing and communications to new levels, I would be delighted to hear from you. I hope this pack gives you a good idea of the organisation and of the work we do; but I am very happy to answer any remaining questions you might have.



Hugh Morris,
Director, RSCM

About the RSCM – An Introduction

The Royal School of Church Music exists to enable the flourishing of church music.

We are an educational charity committed to promoting the study, practice and improvement of music in Christian worship.

We are an open, life-long learning organisation, offering face-to-face and distance education and training through our programmes, published resources, courses and activities. These all have a common purpose: to make a positive impact on worship and music in worship.

The RSCM supports a world-wide membership of churches, schools and individuals, and is sustained by thousands of donors and volunteers worldwide.

Founded by Sir Sydney Nicholson in 1927, the RSCM's original emphases were music in English churches, especially choral. Now, in a diverse international context, the RSCM's work is far broader and more diverse, and we aim to make all our work ecumenical in purpose, nature and content.

The RSCM supports and encourages church musicians across the country with a particular focus on ensuring that young people have the right training and engagement to become the next generation of musicians to serve the church. Our work now and into the future is as important as it ever has been.

Where is the RSCM?

Since 2006 the RSCM's administrative centre has been based in Sarum College, in The Close, next to Salisbury Cathedral, from where most of our permanent staff are based. But we work across the whole of the UK, and across the world through our five International Partners

We are a school, but one that works on the ground through the network of churches we exist to support. In the digital era we increasingly engage with the world through electronic and online platforms. As a result, we now have a significant quantity of high-quality material available on YouTube, as well as through our RSCM Hub. There is further scope for engagement through social media and reaching out to new audiences and potential members.

Wherever we work, we strive to ensure we make the maximum impact, guided by our Strategic and Education Plans.

What does the RSCM do?

Simply put, we make a difference in the world of church music. We have a positive impact on church music of all kinds, across the country and at all levels, from young amateur to seasoned professional. We have a vision of a Church drawn closer to God through music.

Our unique contribution is to support and improve the skills of church musicians, by providing them with quality, relevant materials that support and empower them in their own church.

We also work to support the cause of music in worship on the national and international stage and seek to be an opinion-forming voice. The pandemic enabled the RSCM to reassert our position as a central source of

resources and support; and helped us renew our connections with the church itself, especially (but not only) the Church of England.

Events such as the RSCM's annual Music Sunday help to highlight the connectivity that music can provide to draw people into the worshipping life of the church. In short, we believe that church music is a missional tool; an essential part of the church's life and an important ingredient in helping the church build a positive, sustainable future.

Who do we serve?

The RSCM was founded to support the Anglican Church, and we are proud to be the Official Music Agency for the Church of England; the Archbishop of Canterbury is our President (and His Majesty the King is our Royal Patron). But we work ecumenically, supporting churches and church music traditions, of all kinds.

We are a voice for all, but we are especially focused on supporting the thousands of member churches in the UK, and thousands more through our international partners, as well as our individual members.

Our affiliated membership structure benefits whole communities through our member churches and schools: they are all part of the family of the RSCM. The 'reach' of our impact is therefore measured in hundreds of thousands of individuals.

Through the events we organise, we help draw new people into connection with the church. The RSCM does not work to its own ends. We are working to help build the church through the missional tool of music.

How does the RSCM carry out its work?

We have a large portfolio of products, projects and initiatives, but our work will never be complete, because there will always be evolving needs, and the next generation of musicians to support. We are investing in the future of the very church itself.

Internationally, we work through our core programmes:

- **Hymnpact!®**, an innovative resource for churches and schools launched in 2022, brings the joy of singing to a new generation, with comprehensive support for music leaders and clergy, including the unique Faith Notes.
- **Voice for Life®**, a comprehensive training programme for choral singers of all ages and abilities. The programme emphasises progressive skill development and embedding singing within a wider context – reminding people that singing is about far more than simply getting the notes right. Voice for Life Digital was launched in January 2024.
- **Singing Awards**, are an assessed exam scheme built on the Voice for Life foundations.
- **Church Music Skills**, are a range of practical training schemes and awards in essential skills, designed to support and encourage the music leaders of the future.

The RSCM works across the UK, through:

- our courses for singers, organists, instrumentalists and worship leaders, all of which have benefits which go well beyond the actual event. Digital events such as webinars and online lectures are also part of this work.
- Varied events bringing our mission to life at the local and regional level
- our member magazine, *Church Music Quarterly*, available to all within each member church
- our quarterly guide to choosing music for worship, *Sunday by Sunday* (also available as enhanced 'Sunday by Sunday Digital')
- the RSCM Press which publishes music and training resources
- our website that offers resources, advice and support

- our national choir for young people – the RSCM Youth Choir
- our four training choirs – RSCM Voices South, Voices West, Voices North and Scottish Voices

We also work to support our members across the UK, through a network of member organised events curated by us. These include festivals, Come and Sing events, workshops and training sessions.

We also work in partnership with others, consulting with churches nationally and locally and collaborating with a range of other church, music, and educational organizations.

Education strands

Our education work supports our principal beneficiaries: young people, music leadership, and clergy leadership. Our Education Strategy guides and shapes this work.

A significant new array of training and teaching sessions have been planned and developed and are now being enacted. We are about to formally begin The Choir Project, a new 3-year project supported by £400,000 of Church of England partnership funding which will see the launch or re-vitalising of 200 choirs for children and young people nationwide.

The Role

The role has been established to lead, co-ordinate and grow the marketing activity. It combines strategic development, some line management and direct executional work. It reports to the RSCM's Director.

It will be the post holder's responsibility to design the overall marketing plan (including roles and responsibilities), with input from senior managers and reference to the RSCM's overall, annual plan. A key purpose of the role is to facilitate the segmentation of the Charity's messaging, which will involve working across RSCM departments.

Key responsibilities are to:

- Develop and implement an over-arching Marketing strategy for the RSCM.
- Plan and execute the day-to-day delivery of marketing activities (including working with staff colleagues and external contractors and line managing as appropriate), designing and implementing effective and efficient processes
- Act as the marketing 'point person' for RSCM colleagues
- Develop a (consistent) RSCM voice, including writing persuasive and engaging copy
- Oversee and implement website copy
- Analyse and report marketing data (e.g. Google Analytics) and make recommendations for changes based on them.
- Lead on the marketing and communications for The Choir Project, a significant 3-year partnership project funded by the Church of England

A particular focus over the next 18 months will be to support our ambitious Centenary Campaign that is designed to secure wider support for the charity's missional work. The centenary is in 2027.

You will demonstrate most of the following skills and experience:

- Proven, successful experience of running successful marketing campaigns within a charity, educational institution or comparable organisation.
- Ability to create and enact a marketing strategy across multiple channels, including print and digital media; tracking and reporting on impact and engagement.
- Expertise in optimising tools/channels/engagement mechanisms
- Understanding of data sources e.g. Google Analytics, and applying such information to inform future planning and policy
- Experience as a line manager, capable of inspiring staff to innovate and think creatively, but also able to oversee budgetary planning and control.
- Strong verbal and written communication skills, and an ability to communicate the 'story' of our work clearly.
- Ability to work well with colleagues and act as an enabler to ensure that marketing messages are clear and communicated consistently across all channels
- Understand of the 'language' of the church, and church music context in which the RSCM works
- An empathy with the mission of the RSCM.

Key Relationships:

RSCM Director and Deputy Directors, Magazines and Content Editor, Centenary Programmes Manager, Education Programmes Manager, Executive Officer, Social Media Officer (External),

Salary, hours

Full-time (35 hrs/week); £33k

Location

The RSCM's administrative centre is based in Sarum College, situated in Salisbury Cathedral Close. Salisbury is 90 minutes from London Waterloo by train. The role is expected to be appointed as hybrid with regular, consistent presence in the office expected on a weekly basis (as a majority of the time), or fully office-based. Further details on our flexible-working policy, drawn from the staff handbook, are available on request.

Reports to: RSCM Director

This is a permanent position

How to Apply

Anyone interested in applying should do so by emailing recruitment@rscm.com

1. A CV (ideally of no more than 2 pages)
2. A cover letter, setting out your interest and relevant experience (ideally no more than 750 words)
3. In addition we ask you to complete the optional RSCM Equality and Diversity Monitoring Form found [here](#).

Please include details of two referees together with their contact details: they will only be contacted if you reach the interview stage.

Closing Date: 1:00pm BST Tuesday 29th September

Interviews: Monday 12th October in Salisbury

Following a shortlisting meeting, all applicants will be updated on the outcome.

Appointment is subject to:

- Completion of the RSCM Safer Recruitment process (including references and satisfactory completion of the RSCM's Confidential Self-declaration Form)
- Basic level safeguarding training can be completed once in post
- Right to work in the UK

RSCM works to positively promote the importance of effective safeguarding, holding to the Christian belief of valuing each person as someone who bears the image of God and is loved equally by God, and therefore should be protected from harm.

More detailed information about tasks:

Managing and planning:

Planning, writing, executing of RSCM messaging – overview of 'entire RSCM'. Promoting RSCM as a whole.

Developing:

- Relationships with dioceses/stakeholders/third parties (how best to use those connections and relationships)
- Connections to wider networks (e.g. Diocesan links – linking to comms teams)
- Communications with key stakeholders (targeted/focused)
- Links with and presence with/into other mailing lists

Campaigns and projects/products: Promoting 'product' across RSCM departments – Education, Membership, Fundraising ('Development', including messaging relating to the 2027 Centenary), Events.

Tasks to support these to include:

- Co-ordinating Social media;
- writing and sharing media copy to raise awareness;
- authoring and sharing Celebrating Success stories;
- Checking website for optimised content;
- Setting KPIs;
- Determining allocation of marketing budget/resource;
- Analysing Data (e.g. from Google Analytics);
- Bespoke correspondence (letters/emails) to target market (e.g. donors)

Other marketing work

Website – ensuring consistency of content and language, and ensuring it is optimised both from visitor journeys and for sharing key information via e.g. AI searches.

E-newsletters – planning and co-ordinating, ensuring optimised to maximise engagement

Developing relationships with partner organisations, maximising cross-signing opportunities e.g. through corporate membership presence in 3rd party comms.

Asset creation – visual graphics, physical assets to promote products and campaigns

Data analysis, including developing the charity's understanding of the markets it serves -use of Google analytics (including Google Business), reporting to SMT and others as required

Advocacy - Supporting key RSCM messages*; Dissemination of regular RSCM 'story'

**Key narratives (not in any particular order):*

- i. Music in worship is a vital part of the life of the church
- ii. Live music is preferable to recorded where possible
- iii. Choirs are a powerful way to develop a church community; and to encourage personal discipleship
- iv. Music and clergy work better together
- v. Church music is an inclusive activity
- vi. Church music can provide an unrivalled source of skills development (not restricted to musical) and creates musicians who are prized for their skills in a wide range of contexts (including completely non-musical)
- vii. Sacred music is an integral part of our cultural landscape
- viii. The church could (and should) be a strong source of employment for musicians
- ix. RSCM wants to encourage churches of all kinds to make the most of what they have in terms of people resources, with imagination and innovation.

Support for Recruitment of staff and volunteers