**Drake Music Scotland/ SCVO Graduate Internship Programme**

**Title: Graduate Digital Marketing Intern**

**Term: Fixed Term – 13 weeks (Temporary Post)**

**Salary:** **£3412.50**\* based on £7.50 per hour

\*National insurance contributions will be paid in addition to salary.

**Eligibility:** Eligible candidates must meet the following criteria and **apply through the job centre**. Please do not apply directly to Drake Music Scotland.

* Aged 18-30
* Resident in Scotland
* Hold a SCQF Level 8+ qualification (equivalent to first degree, HND, SVQ Level 4)
* Unemployed; either in the first 12 months of a benefit claim (pre-Work Programme) or 2 years+ (post-Work Programme) or unemployed and not claiming benefits, although you must make a claim in order to apply.

**Hours:** A total of 455 hours, ideally work on a full time basis (35 hrs per week) for 13 weeks. Starting w/c 11th May and ending w/c 3rd August, 2015.

**Holidays:** 4 days paid holiday

**Location:** Drake Music Scotland, SPACE, 11 Harewood Road,

Edinburgh EH16 4NT

**Supervisor:** Lauren Clay, Figurenotes Officer

**Deadline:** 27th April. Job Centre processes do take time, so please allow enough time for eligibility checks when applying.

**Role**

Working for Drake Music Scotland, the Digital Marketing Intern will provide digital marketing and support for Figurenotes in accordance with the organisation’s marketing strategy, promoting the software and printed resources as effectively as possible. During the build of a separate Figurenotes website, the intern will liaise with web designers, ensuring that all opportunities for digital marketing are maximised.

We aim to use social media and other digital marketing channels to appeal to a wider customer base than the specialised market that Drake Music Scotland occupies (special schools, those with disabilities, support organisations etc.). The intern will vigorously promote the value of Figurenotes, as a simple, successful tool for learning to play and read music, to a mainstream public market.

* Local authorities, primary and special schools
* Mainstream secondary schools
* Independent schools
* Music schools
* Music/instrumental teachers - public and private
* Parents
* Music education organisations – national and local groups
* English Music Hubs
* The general public

**Specific Duties**

The main task will be to create and implement a digital marketing plan, in accordance with the organisation’s digital marketing strategy. The intern will have input into a new Figurenotes website, creating an effective tool for marketing and a successful selling channel. The new site will create a distinct identity for Figurenotes, which the current slot on the Drake Music Scotland website is unable to do. We aim to be informative to visitors and address their specific needs, which should result in sales and new Figurenotes users. **See below for more information about Figurenotes and our products.**

* Make use of social media channels to reach new audiences
* Create content to increase engagement with current audience
* Monitor and report on the effectiveness of each element of the marketing campaign, making changes and future plans based on these findings.
* Adapt our current Adwords campaigns to apply to specific target markets
* Create engaging text with SEO and visitor behaviour in mind
* Increase sign up to our Figurenotes mailing list and send out engaging content

**Person Specification**

The successful candidate **must** meet the required eligibility criteria, outlined above, and will demonstrate relevant knowledge and skills including:

Essential

* Understanding of marketing principles
* Experience of digital marketing through websites and social media
* Knowledge and experience of SEO, Adwords, Analytics
* Experience of using specific tools, including WordPress, Mailchimp, Facebook, YouTube, Twitter, Pinterest, LinkedIn
* Excellent communication skills and attention to detail
* Ability to work flexibly and independently, seeking guidance where needed
* Creative approach – funding for marketing is limited

Desirable

* Experience of marketing in arts/cultural/music sector
* Knowledge of music education systems
* Interest in inclusion and equalities issues
* Experience of using specific design tools including Adobe Creative Suite, iPhoto, iMovie

**Support**

The intern will be supervised by the Figurenotes Officer; other members of the team will have an input where appropriate. There will be an initial orientation activity to familiarise the intern with the Drake Music Scotland organisation, its team and its work. Clear guidance on communication and regular supervision with opportunities to discuss work will be provided. The intern will attend team meetings and be part of general activities, gaining an overview of other aspects of our work.

**Learning and Development**

Through this internship you will have the opportunity to gain experience and develop skills in the following areas:

* Knowledge and understanding of marketing within a third/charitable sector environment
* Knowledge and experience of the arts and music with people with disabilities and a social purpose
* Knowledge and understanding of wider music/music education field
* New skills in targeting and marketing to different groups
* New skills in research for marketing purposes in arts/ music business/ music education sector
* Knowledge and understanding of disability and equality issues

**Organisational Profile:**

Drake Music Scotland believes that everyone has the potential to play, compose and perform music independently. Since 1997, we have enabled over 9000 children and adults with all types of disabilities to take part in musical activities and tuition on an equal basis with others. Over the last 5 years we have pioneered the use of Figurenotes, originally created in Finland.

Figurenotes contains the same information as conventional music notation, but is made simpler to understand through the use of colour and shape. It can be taught to children and adults alike and has particular relevance for people with learning difficulties, promoting accessibility and inclusion. Through our pilot scheme we have reached hundreds of people with learning support needs, helping them to play instruments, compose and also perform in ensembles alongside those using conventional notation. Figurenotes has three simple stages, which lead on to conventional notation.

**Figurenotes Products and Selling Approach**

As a charity, Drake Music Scotland does not have a big marketing budget. Currently we use social media for the majority of our marketing activity. We also attend conferences and relevant events to spread the word. Teachers listen to other teachers, so word of mouth and recommendations are extremely valuable to us, so customer care is paramount. Having a dedicated Figurenotes website, along with targeted marketing activity, will make it easier for people to recommend us their colleagues and friends, opening up our audience base.

The online shop has a range of physical resources that we produce, as well as information about training and other resources. Customers are encouraged to join the Figurenotes Community.

The Figurenotes Community includes: access to Figurenotes software, allowing customers to create their own tunes and tailor their teaching resources; extra downloadable resources, such as popular songs for bands, lesson plans, worksheets and creative resources; access to the forum, where customers can learn about how others use Figurenotes; ask questions and network with other users. There is a discount on Figurenotes training days for members.

**Website**

www.DrakeMusicScotland.org/Figurenotes