

Drake Music Scotland/ SCVO Graduate Internship Programme

Title: Digital Marketing Internship

Term: Fixed term – 13 weeks

Salary: £3412.50* based on £7.50 per hour

*National Insurance contributions will be paid in addition to salary

Eligibility: Eligible candidates will meet the following criteria

- Aged 18 – 30 and resident in Scotland
- Hold a SCQF Level 8+ qualification (equivalent to an HND, first degree, 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 (but must make a claim for benefits in order to apply for an internship opportunity)

Hours and duration: A total of 455 hours ideally worked on a full time (35 hour per week) basis for 13 weeks starting week of 6th April 2015 and finishing week of 6th July 2015

Holidays: Internship qualifies for **4 paid holiday** days during the 13 week period

Location: Drake Music Scotland, SPACE, 11 Harewood Road, Edinburgh EH16 4NT

Supervisor: Lauren Clay, Figurenotes Officer

Role:

The Drake Music Scotland Digital Marketing Internship will provide digital marketing support for Figurenotes, promoting Drake Music Scotland's Figurenotes software and other products widely through building a new dedicated website separate from Drake Music Scotland's website in accordance with our Website Development and Digital Marketing Strategy (September 2014).

The aim is to appeal to a wider customer base than the specialised market that Drake Music Scotland is in (those with disabilities, special schools, support organisations etc) and vigorously promote the value of Figurenotes as a simple and successful tool for learning to play music to a mainstream public market.

- Local authorities, primary & special schools
- Mainstream secondary schools in Scotland and the UK
- Independent schools
- Music schools
- Music 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 develop plans and prepare design of new **Figurenotes website** as an effective sales channel for visitors to **be informed** about and **purchase** Figurenotes products. Work with relevant partners towards build and launch of new website, or take responsibility for the build itself. **See below for more information about Figurenotes and our products.**

Key Issues for Figurenotes website

- Usability – visitor-friendly, trustworthy, credible
- Convey information accurately and quickly
- Clear calls to action to buy with up-selling and cross-selling
- Payment options clear and reliable
- Style consistency between existing and new design
- Educational value – has more traction with teachers and parents
- Stronger use of graphics, video, testimonials, case studies
- Layout with potential to be added to
- Landing pages and mailing list sign ups

Required outputs

- Choice of concepts for website/contribution to current plans
- Critical comment on content and features
- Advice on content management to maximise control
- Design template and navigation around site
- Informative, attractive, professional design
- Potential to add elements and for sections to grow

Person Specification

The successful candidate will 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 website design and build to reach specific markets
- Experience of using specific tools including WordPress, MailChimp, Facebook, YouTube, Twitter, Adwords and Google Analytics
- Excellent communication skills and attention to detail
- Ability to work flexibly and independently, seeking guidance where needed

Desirable

- Experience of marketing in arts/cultural/music sector
- Interest in inclusion/equalities issues
- Experience of using specific tools including Adobe Creative Suite, LinkedIn, and Pinterest

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

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. Additional support will be available from a member of the TSIS team.

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 notation, which was created in Finland.

Figurenotes represents exactly the same information as conventional music notation, but is made simpler to understand using 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. Having a dedicated Figurenotes website, along with targeted marketing activity, will make it easier for people to recommend us to 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.

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