



**Bringing music into people's lives and striving for a healthier, happier and fairer society**

Development Communications and Engagement Officer  
Job Application Pack

May 2024

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*"I was lucky enough to be with you today, and even louder than the magnificent orchestra was the sound of neural pathways zinging and memories forming in the hearts and minds of those awestruck children. Thank you to all involved!"*

**Teacher who attended one of our interactive Schools' Concerts**

## About Bournemouth Symphony Orchestra

We are the orchestra for the South and South West, bringing music into people's lives across the whole region. With classical and 'BSO Pops' concert series in Poole, Portsmouth, Exeter and Bristol, and a vibrant programme of chamber music, we perform in venues of all shapes and sizes – from the grandest concert halls to remote village churches. We also provide the UK's only major digital concert season, streaming 80% of our symphonic concerts from our home base in Poole.

We passionately believe that everyone should be able to experience the joy and transformational power of music. BSO Participate is our team of outreach specialists, dedicated to working in communities across the South West and giving people of all ages and backgrounds the chance to take part in inspirational music-making. Our goal is simple: to improve and enrich lives.

Now approaching the end of his 15-year tenure, Chief Conductor Kirill Karabits has cemented the BSO's artistic credentials as a hotbed of creative programming. We were thrilled to announce recently that Mark Wigglesworth will become our new Chief Conductor from October 2024, with rising star Chloé van Soeterstède joining us as Principal Guest Conductor. These exciting new appointments represent a truly landmark moment in the BSO's history – a chance to build on previous artistic success and strengthen our relationships with audiences and supporters. There has never been a more exciting time to join the BSO.

*"The Recovery Orchestra is giving me joy in my life, which means I don't have a relationship with drugs or alcohol anymore."*

**Member of Bristol Recovery Orchestra, which uses music to support people recovering from addiction**

## The BSO Development team

We are a successful, award-winning arts charity brimming with exciting future plans. Our work is funded in a variety of ways, including our annual grant from Arts Council England, ticket sales and fundraising.

With a unique role in UK orchestral life, a pioneering approach, and a track record of high-calibre work, we enjoy incredible support and loyalty from our funders and supporters. The seven-strong Development team raises over £1.4m each year from corporate sponsorship, trusts and foundations, gifts in Wills, and a thriving membership scheme and major gift programme. Our members and donors support us because they feel valued and understand that their donations have a huge impact: bringing world-class artistic talent to the South West, championing disabled artists including our groundbreaking disabled-led ensemble BSO Resound, keeping music alive in schools, boosting the wellbeing of people living with dementia, and so much more.

The brand-new role of Development Communications and Engagement Officer will make a real difference to the Development team by getting to know the BSO's work and creating high-quality communications tailored for different audiences. The successful candidate will be curious, creative and have brilliant writing skills – we're looking for someone who can get to the heart of the BSO's work and tell the kind of stories that will inspire people to support us, and remain part of the BSO family, for many years to come.

*"Atmospheres are transformed when a ward becomes a concert hall, and everyone feels the change.  
Nurses dance and patients smile."*

**BSO musician reflecting on Music for a While, a project that takes music onto hospital wards**

## Job Description

### Development Communications and Engagement Officer

Reports to:	Development Manager (Philanthropy)
Responsible for:	N/A
Location:	Poole (but we are happy to discuss home-based and hybrid working arrangements)
Nature of contract:	Full Time – Permanent
Salary:	£21,000 – £26,000 per annum (based in a 32.5 hour week and core hours of 9.30am to 5pm)

#### Main Purpose of the Job

- Create inspirational, fact-driven communications about the BSO's work both on stage and in the heart of communities.
- Tell the stories that matter most to our audiences and supporters.
- Capture the impact of our work, giving the BSO's fundraisers the tools they need to maximise income for the charity.

#### Responsibilities

*In all areas, the post-holder will be mentored and supported as needed.*

##### Copy-writing

- Prepare high-quality, eye-catching and inspiring communications tailored for a range of donors and funders – from letters, proposals and presentations to monthly e-bulletins, invitations and event briefings.
- Take the lead on creating resources for our annual Big Give Christmas Challenge fundraising appeal.

##### Reporting and accreditation

Ensure that BSO supporters feel appreciated, thanked and recognised:

- Liaise with the Communications team to include 'thank you' messages in social media posts and presenter scripts for our digital concert series.
- Keep in regular contact with project managers in the BSO Participate and Concert Teams to ensure that funded projects are properly documented.
- Identify creative ways and opportunities to recognise, celebrate and thank donors.
- Gather project information (including statistics, case studies and feedback).
- Help to create compelling impact reports (for supporters, funders and corporate sponsors) demonstrating the breadth, high standards and value of the BSO's work.

##### Communications planning and evaluation

- Develop a monthly communications plan for the Development Team, coordinating timing and distribution to maximise impact.
- Create and keep updated a library of resources that the Development team can draw on for fundraising applications, reports and publications – this should include top-quality photos, quotes and statistics about the BSO's organisational performance and achievements.

##### Website, digital and publications

- Coordinate the 'Support Us' webpages, reviewing and refreshing copy, images, case studies and statistics.
- Proof-read concert programmes on behalf of the Development team, including checking donor accreditation and supporter lists.
- Assist in the publication of our membership magazine *Quarternote* and Annual Review through detailed proof-reading and sub-editing.
- Evaluate the effectiveness of communication activities by monitoring open and click-through rates, and engagement levels.
- Critically review digital content (e.g. short films) to ensure continuity of messaging, and accurate donor accreditation.

#### Wider duties

- Attend selected events for supporters, assisting the team with delivery where needed – a chance to get to know BSO audiences.
- Build close working relationships with teams across the BSO to understand the full range of our activities.
- Attend agreed learning and outreach projects across the South West in order to report back more authentically on the impact of our work.

## Person Specification

This is an ideal role for candidates from a range of backgrounds. You might have some experience in a communications, arts, fundraising or media role. If you have excellent research, writing and communication skills, a 'can do' attitude, and the ambition to make the job your own, we'd love to hear from you.

Strong written communication skills and the ability to write for different audiences  
Essential

Excellent research skills  
Essential

Excellent organisational skills, ability to juggle priorities and meet deadlines  
Essential

Attention to detail and ability to interpret and present data  
Essential

Strong team player who is committed to delivering high-quality work at all times  
Essential

High level of computer literacy and an interest in developing further skills  
Essential

Willingness to travel to Portsmouth, Exeter and Bristol and other parts of the region as occasionally required  
Essential

Ability to drive with a full driving licence or commitment to learn  
Desirable

Experience of DotDigital and/or WordPress  
Desirable

Education to degree level or equivalent  
Desirable

Knowledge and appreciation of classical music  
Desirable

## Benefits of working for the BSO

The BSO is a great place to work.

We're one of the friendliest and most dedicated teams you're likely to encounter; we're passionate about music and how it can change lives for the better. We work hard to create a culture where everyone feels valued and has the opportunity to contribute.

We will invest in your learning, personal development and career progression with a range of in-house and external training opportunities.

We also offer the following package of employee benefits:

- Complimentary tickets to BSO concerts and theatre/cinema shows at Lighthouse, Poole's Centre for the Arts (subject to availability)
- 10% discount in the Lighthouse Café
- 20 days' annual leave, increasing to a maximum of 22 days' annual leave plus bank holidays
- A further quota of discretionary leave between Christmas and New Year
- Time off in lieu for any occasional weekend work, and if returning late from events during the normal working week
- Free eye test and contribution to glasses if required
- BUPA cash-back scheme, which covers a range of health and wellbeing treatments e.g. dental bills, physiotherapy, chiropractic treatment
- The BUPA Plan also includes the BUPA Anytime HealthLine providing financial and legal advice, online CBT and face-to-face-counselling
- Support in maintaining positive mental health with access to mental health first aiders
- Personal Pension (with option of salary sacrifice) with an employer contribution of up to 5%
- Generous life insurance, providing life cover of three times annual salary
- Free car parking permit for staff
- Access to a company car for work travel