



Head of Marketing - Role Profile/Specification

The Head of Marketing is a key role within the Management Team of Sing for Pleasure and reports to the board of trustees. This is a strategic post with responsibility for promoting and developing SfP's brand presence and heading up recruitment drives across all events. The person will work closely with the Head of Communications and the Head of Programme.

The role is suitable for those who have an understanding and empathy for SfP through its events and publications and who wish to contribute to its growth and future success. This position is voluntary and requires a regular commitment of several hours per week.

Responsibilities include:

Social Media

- Oversee the content of social media posts
- Post regularly on a range of social media platforms and respond to posts as necessary
- Advertise in appropriate online groups, including banner adverts on other websites

Marketing

- Develop a long-term strategic plan for marketing and advertising
- Liaise with and line-manage paid (and voluntary) marketing assistants
- Create content, including videos, photos and images at events
- Create hard copy advertising to relevant magazines and listing events on other sites
- Reciprocal advertising with partners and other organisations
- Manual emailing to interested parties

Design

- Create copy and images for members to advertise to choirs
- Oversee the production of the SfP magazine *Vocalise* (currently under review)
- Create a generic SfP promotional brochure (new initiative)

Additional responsibilities

- Along with other members of the Management Team, support the national events programme
- Assist in the wider running of SfP

Essential qualities:

- Experience of using Canva or similar design platforms
- Experience of editing audio and video
- Excellent time management skills

DEADLINE: 5pm, Saturday 18 April

Last updated: 17.03.2026 (UW & KLC)