

## **JOB DESCRIPTION**

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| <b>POST TITLE:</b>        | <b>Website and Marketing Manager</b>  |
| <b>RESPONSIBLE TO:</b>    | <b>Head of Sales and Marketing</b>  |
| <b>LOCATION:</b>          | <b>Independent Society of Musicians (the “ISM”)<br/>4/5 Inverness Mews, London W2 3JQ</b> |
| <b>FULL OR PART TIME:</b> | <b>Full time</b>  |
| <b>SALARY:</b>            | <b>£40k to £45k DOE</b>   |

### **Job purpose**

The website is the ISM shop window. It needs to convey all that the ISM offers to support the sales and marketing and the external affairs functions while at the same time looking aesthetically pleasing and attractive to those who work in the music sector. You will manage and update the ISM website, ensuring it conveys the breadth of ISM activity in an engaging manner, thereby growing our profile and driving recruitment and retention of members. You will optimise its functionality and ensure that it is maintained to a high technical standard while also making sure that the website is ahead of trends in the digital space.

### **Main areas of responsibility**

#### **Website Management & Development**

Work across the organisation to ensure that the website clearly showcases everything which the ISM does always with regard to SEO and functionality.

Manage the day-to-day running of the ISM website ensuring it is aesthetically pleasing and providing a gold standard service to both members and non-members.

Working with the Senior Knowledge and Resources Manager ensure that the website is not overloaded with content or content which is out of date.

Lead the ongoing development, optimisation, and technical maintenance of the ISM WordPress website, ensuring it is up to date, user-friendly and aligned with accessibility standards (WCAG).

Work with and manage the relationships with suppliers and partners who are associated with the website eg website developers.

Use CSS and HTML to maintain and customise website components, troubleshoot issues and support front-end enhancements and oversee proactive resolution of technical and content-related website issues in a timely manner.

Manage website development and associated projects such as the Directory from scoping to delivery, ensuring projects are completed on time, on budget and aligned with marketing priorities.

Ensure all website content reflects the ISM's brand guidelines, tone of voice and messaging framework.

Working with the Head of Sales & Marketing, play a key role in website development projects, and deliver high-quality insights, analytics and reporting to support effective sales decision-making across the ISM Group.

Work with the Head of Sales and Marketing to make the website appealing to musicians and those who work in the music sector as well as being informative, source and select imagery in line with brand guidelines.

Maintain awareness of emerging digital technologies and recommend improvements to keep ISM's digital presence competitive and user centred.

### **Digital Marketing & Insights**

Working with the Head of Sales and Marketing, manage and optimise digital marketing campaigns across search, display, and social channels to grow traffic, improve user engagement, and support membership recruitment and retention goals.

Manage Google Ads campaigns including keyword strategy, bid optimisation, ad copy, audience targeting and performance analysis.

Contribute to SEO strategy (technical and content-based), ensuring organic search performance is continuously improved.

Set up, manage and interpret analytics dashboards using Google Analytics, Looker Studio, and related tools.

Provide regular reporting on website performance, user journeys, conversion funnels, campaign results, and content effectiveness.

Lead the marketing insights function by analysing website traffic and all digital channels (e.g., Instagram, Facebook, email, advertising), producing clear, actionable insights, including a monthly performance report to guide marketing strategy and organisational decision-making.

Deepen organisational understanding of member and prospect behaviour, identifying trends, opportunities, and potential areas for improvement.

### **Other duties**

Support CRM data integrity and assist with segmenting and profiling to enhance targeting and personalisation.

Sit on the Superusers Group and contribute to CRM development.

Maintain a good understanding of digital and other emerging technologies to ensure the ISM Group stays ahead of the competition.

Contribute to membership recruitment and retention initiatives alongside the rest of the marketing and member engagement teams.

Champion brand consistency across all digital channels and ensure adherence to brand guidelines.

Undertake other duties as required by the Head of Sales & Marketing or SLT.

### **Core commitments for all staff**

Perform your role to a high standard, to time and with dedication and commitment.

Deliver the ISM Group's agreed objectives and maintain our reputation of working at the forefront of supporting the music profession.

Deliver the ISM's 5Gs at all times (Grow the membership of the ISM, Grow the income of the ISM, Grow the influence of the ISM, deliver Gold standard services, Great people)

Treat all colleagues, members, and people you meet as a result of your work at the ISM with fairness and respect and in accordance with our commitment to equal opportunities.

Ensure effective, efficient, and timely communication with all colleagues and stakeholders with an emphasis on face-to-face communication.

Take responsibility for your own health and safety and responsibility for the reporting of hazards that you believe could impact on health and safety within the ISM's premises and other premises used by the ISM.

Staff are required to take part in the appraisal process and to undertake continuous professional development and training such as may be necessary to meet our business objectives.

Please note this job description provides a broad outline of the duties and requirements of the post and is subject to review and change to meet the ISM Group's operational needs.

## **Person Specification**

### **Essential:**

- At least five years' experience in a website role
- Strong technical skills in WordPress, with working knowledge of CSS and HTML.
- Experience with Google Analytics (GA4), Google Ads, Looker Studio, and other performance/insights tools.
- Strong visual skills as well as excellent copywriting and interpersonal skills and good attention to detail.
- Strong grasp of UX, UI, SEO, and digital accessibility (WCAG).
- Basic knowledge of SEO tools and/or marketing automation platforms (e.g., Ahrefs)
- Ability to analyse data, extract insights and inform business decisions.
- Strong marketing instincts and emotional intelligence
- Proactive and dynamic with a positive 'can do' attitude and a clear focus on outcomes and impact
- Highly creative and innovative and a good problem solver
- Good team player who works well under pressure and to deadlines
- Knowledge of the music sector

January 2026