



JOB DESCRIPTION

Post title:	Senior Communications Officer
Reporting to:	Head of Sales & Marketing
Location:	ISM, 4-5 Inverness Mews, London W2 3JQ
Full or Part time:	Full time and permanent, minimum of 3 days per week in the office (Mon, Tue, Thu)
Salary:	£35k to £40k DOE

Job purpose

To deliver high-quality written communications that increase the profile, influence and visibility of the ISM and contribute to member acquisition in line with the ISM's Sales & Marketing Strategy.

The role will lead on the creation of compelling written content across digital and print channels, ensuring that the ISM's expertise, campaigns, services and member benefits are communicated effectively to professional musicians and other key audiences. Working closely with the Senior Communications and Social Media Officer and the Website and Marketing Manager, the role will drive integrated communications activity that increases visibility, engages target audiences and supports membership growth.

Responsibilities

Content strategy & development

Work closely with colleagues across the organisation to create and deliver high-quality written communications that build the ISM's profile and awareness, support campaigns and contribute to membership growth.

Lead on the planning, writing, editing and publication of content for the ISM website, including news articles, blogs, features, interviews, guidance content, campaign materials and member stories.

Produce engaging written content for use across partner websites, newsletters, industry publications and other external channels to increase awareness and engagement among professional musicians.

Create compelling copy for printed marketing materials, brochures, flyers, conference materials, advertising, promotional campaigns and other communications collateral.

Develop persuasive messaging that clearly communicates the benefits of ISM membership and supports the conversion of prospects into members.

Ensure that key messages are consistently used across all communications and that all content is on brand.

Work with colleagues to identify content opportunities arising from the work of the External Affairs, Legal, Membership and other teams and convert these into engaging communications outputs.

Maintain a strong understanding of the music sector and members, identifying emerging issues, trends and opportunities that can be developed into relevant content and campaigns.

Website content & SEO

Work closely with the Website and Marketing Manager to develop and implement SEO strategies that improve the visibility and performance of ISM content.

Undertake keyword research and analysis to identify opportunities to attract new audiences through search.

Develop search-optimised content plans that support campaign objectives, improve organic rankings and generate qualified traffic to the ISM website.

Lead on link-building activity and identify opportunities to secure high-quality backlinks through partnerships, media coverage, guest content and sector relationships.

Monitor content and SEO performance, making recommendations to improve effectiveness and support membership acquisition objectives.

Produce regular reports on content performance, audience engagement, SEO outcomes and campaign effectiveness.

Stakeholder collaboration

Work closely with the Senior Communications and Social Media Officer to ensure consistency of messaging and alignment between content and social media activity.

Promote the activities of the ISM Group, including events, webinars, campaigns, resources and the work of the ISM Trust and ISM Members Fund.

Contribute to the development of content partnerships and relationships that expand the ISM's reach and create additional routes to market.

Publications & sector engagement

Work closely with the CEO on the planning and production of Music Journal, the ISM's magazine for members, ensuring content reflects the strategic priorities of the organisation and delivers value to members.

Identify and secure speaking opportunities that raise the profile and influence of the ISM and support organisational objectives.

Help coordinate speeches, presentation materials, briefing documents and supporting content for the CEO, in-house legal team and other SLT members as required.

Attend industry events, conferences and exhibitions when required to support communications activity and increase the profile of the ISM.

Carry out any other duties as requested by the CEO 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 come in contact with 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:

- Excellent copywriting, editing and proofreading skills with the ability to write for a variety of audiences and channels.
- Significant experience creating high-quality digital content, including website articles, blogs and campaign content. Strong project management skills
- Strong understanding of inbound marketing and the role of content in audience engagement and conversion.
- Experience of SEO, including keyword research, on-page optimisation, search content development and link building.
- Proven ability to develop content that increases engagement, reach and organisational profile.
- Excellent written and verbal communication skills.
- Strong organisational skills and the ability to manage multiple projects and deadlines simultaneously.
- Good analytical skills with the ability to use data and insights to improve content performance.
- Strong attention to detail and commitment to producing high-quality work.
- Ability to build effective relationships with colleagues, partners and external stakeholders.
- Proactive and self-motivated with a positive, solutions-focused approach.
- Excellent understanding of the music sector and the professional challenges and opportunities facing musicians.
- Experience of using tools such as SEMrush, Ahrefs, Moz or Google Search Console.

Desirable:

- Experience of working within a membership organisation, charity, professional body or trade association.
- Experience commissioning and managing external writers, agencies or content suppliers.
- Experience of the arts and wider creative industries.

For further information please contact
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