

Dear Applicant,

Thank you for your interest in the post of Marketing and Sales Coordinator. This application pack includes an introduction to Katumba Drumming & Movement (legal name, BrazUKa International), the purpose of the position, a job description, and a person specification.

To apply please email [manager@brazuka.org.uk](mailto:manager@brazuka.org.uk) with a cover letter and CV as well as the application form (that can be found [here](#))

Please use the subject line: Marketing and Sales Coordinator. The deadline for applications is at midnight on Sunday 30<sup>th</sup> June 2024. Shortlisted candidates will be informed if they have been shortlisted by 2<sup>nd</sup> July and interviews will be held on the 4<sup>th</sup> July 2024. The successful candidate must be available to commence the role week commencing 22<sup>nd</sup> July 2024.

We fully welcome applications from those who will bring a different voice to the team. You may not have worked in a cultural organisation like Katumba/Brazuka International before, but we recognise experience in community activism, technology, education, health or hospitality hold transferable experience and you will bring a wealth of skills and knowledge to our work. If you identify as coming from a minority community that is underrepresented in the arts and cultural sector, and you would like to discuss how your experience is transferable we welcome you to have a conversation with our Co-Director Juliana Landim. You can arrange this by emailing [manager@brazuka.org.uk](mailto:manager@brazuka.org.uk)

With Best Wishes,

Juliana Landim and Ritchie Tunstall

Directors Katumba Drumming & Movement / BrazUKa International

**Job Title:** Marketing and Sales Coordinator

The Marketing and Sales Coordinator will support our growing activities and work closely with Katumba's senior team to ensure the effective execution of our marketing and sales strategies. This role focuses on developing and implementing marketing campaigns, identifying sales opportunities, and contributing to the overall growth and success of the company.

**Company:** Katumba Drumming & Movement (trading name of Brazuka International)

**Company Overview:** Katumba Drumming & Movement, trading under the name Brazuka International, is a Liverpool City Region based not-for-profit organization with a strong social mission. We champion diversity and foster mental and physical wellbeing through music, movement, and mindfulness for the local and wider community. Our innovative approach to collaboration has led us to work with local creatives and cultural organizations, developing and showcasing new work that reflects our commitment to inclusivity and sustainability. We are a small busy team.

Our Services: As an STO (Socially Trading Organisation), we aim to make a positive difference in the community while generating trading income. Our services include:

1. Katumba Drumming & Movement Community Band Membership & Courses – Teaching drumming and movement to 100+ community members from across the globe engaged weekly at our Katumba Culture Hub in Toxeth with a focus on physical and mental wellbeing
2. Katumba Drumming & Movement Performances - Providing unique entertainment to a wide variety of events local, national and internationally from fundraisers to international sporting events and carnivals, to private black tie etc..members mentioned above are given opportunity to perform at said events
3. Katumba Classes, Workshops & Masterclasses - Music, Movement & Mindfulness Available for Schools, Community Groups, Companies with our specially tailored team building packages
4. Katumba Culture Hub – space hire to other cultural organisations
5. 'Exchange For Change' - Cultural Exchange Projects
6. Merchandise Sales
7. Large Scale Productions & Projects

**Reporting to:** Operations and Finance Manager

**Work hours:** Part Time 18h/wk with 15h spread between split between 2/3 days; occasional weekend/evening working (pre-agreed); no overtime but time off in lieu.

**Place of Work:** Hybrid working (a mixture of Liverpool based Katumba/BrazUKa's office, 10min from City Centre and working from home)

**Contract Type:** Permanent

**Probation Period:** 3 months

**Notice Period:** 1 month

**Annual Holiday:** 5.6 weeks (pro-rated for part time)

**Flexibility:** A flexible approach to working hours is negotiable.

**Salary rate:** £10,800- £12,400 per annum

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### **Client Relations**

- Be the first point of contact for clients by managing general email accounts & enquiries - process and forward communication to relevant departments for processing
- Assist the Operations Manager in coordinating logistics for performances, workshops, and venue hires, including liaising with clients to ensure all requirements are met

### **Marketing and Comms**

- Develop and execute the marketing and communications action plan for the business:
  - Align marketing activities with upcoming gigs, relevant clients, and notable holidays or celebrations in collaboration with the Managing Director (MD).
  - Create content, copy for and post on social media
  - Devise and implement marketing campaigns
  - Develop and implement website strategy and maintenance, including SEO, creating engaging copy, and monitoring analytics and ROI.
  - Create regular external newsletters using mailchimp
  - Support creation/delegate creation of Artwork, copy, materials for events, marketing, comms and brochures, Liaise with designers on flyers and banners
  - At gigs manage and brief any media volunteers (social media, photographers etc.)
  - Manage our media folders – save all pictures and videos from our various deliveries
  - Ad hoc creation of presentation materials including speech/notes
  - Support other ad-hoc initiatives

### **Sales Coordination**

- Conduct research to identify new sales opportunities and markets.
- Develop strategies to reach potential clients and partners.
- Support the development of proposals and presentations for potential clients.

There will be some requirement to occasionally work evenings and weekends

### **Person Specification**

#### **Essential Skills & Attributes**

- **Marketing Expertise:** Proven experience in developing and executing marketing campaigns, managing social media, and creating engaging content.
- **Sales Strategy:** Ability to conduct research to identify new sales opportunities and develop strategies to reach potential clients and partners.

- **Communication:** Excellent written and verbal communication skills, with the ability to create compelling copy for various marketing materials and sales proposals.
- **Project Management:** Strong organizational skills with the ability to manage multiple projects simultaneously, ensuring timely delivery of marketing and sales initiatives.
- **Analytical Skills:** Proficiency in using analytics tools to monitor website performance, SEO, and marketing ROI. Ability to analyze sales data and market trends to inform strategic decisions.
- **Technical Proficiency:** Experience with website management, including SEO, and email marketing platforms like Mailchimp, as well as experience using Canva
- **Customer Relations:** Strong interpersonal skills to effectively manage client inquiries and support operations logistics.
- **Attention to Detail:** High level of accuracy and attention to detail in all tasks

### **Desirable**

- Enthusiasm for the arts & wellbeing practices, particularly world music and movement, and the benefits of creative expression in overall well-being.
- Demonstrable interest in world cultures and social equality
- Experience in managing events, including logistics for performances and workshops
- A good sense of humour

### **The post holder should demonstrate competence in all of the following:**

- **Adaptability:** Demonstrate a willingness to be flexible, versatile and/or tolerant in a changing work environment while maintaining effectiveness and efficiency.
- **Behave ethically:** Understand ethical behaviour and business practices to ensure that behaviour of self and others is consistent with these standards and aligns with the values of the organisation.
- **Communicate effectively:** Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.
- **Focus on stakeholder needs:** Anticipate, understand, and respond to the needs of clients to meet or exceed their expectations within the organisational parameters.
- **Focus on Katumba's mission and Ethics**
- **Foster teamwork:** Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organisational effectiveness.
- **Build Consensus:** Assess situations to determine the importance, urgency and risks, and build consensus in a timely manner and in the best interests of the organisation.

- **Organise:** Set priorities, develop a work schedule, monitor progress towards goals, and track details, data, information and activities.
- **Solve Problems:** Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.
- **Interpersonal Sensitivity:** An ability to read and respond to verbal and non-verbal signals.
- **Flexibility:** Ability to adapt and change own plans to accommodate external or unforeseen circumstances with positivity and without losing commitment to the task in hand.
- **Action Tendency:** Attends willingly and effectively to tasks; follows through from planning into action with tenacity.
- **Stress Tolerance:** Maintains effectiveness under pressure.
- **Passion:** Willingness to invest time and skill into a cultural non-profit with an active schedule, attending some activities outside work hours, and being part of a caring community and wider movement.

**Application Details:** To apply for the Community Engagement and Programme Coordinator position, please email your cover letter, CV and application form (which you can find [here](#)) to [manager@brazuka.org.uk](mailto:manager@brazuka.org.uk) by 30<sup>th</sup> June at the latest. In your cover letter, please elaborate on your relevant skills, experiences, and enthusiasm for the 'Marketing and Sales Coordinator' role, highlighting your passion for our mission of promoting inclusivity, wellbeing.

**Deadline for job application:** please send by 30<sup>th</sup> June 2024

**Interview Date:** Shortlisted candidates will be informed by July 2nd and invited for an interview on July 4th.

**Start Date:** The successful candidate will start on w/c 22<sup>nd</sup> July.

We look forward to reviewing your application and welcoming you to our drumming and movement family.