Membership & Audience Growth Manager

The People's Orchestra · Job description

Help more people find their voice — and their people

Picture someone walking nervously into a room of strangers on a Tuesday night. An hour later they walk out with new friends, a song in their head and a spring in their step. That happens every week across The People's Orchestra. Your job is to make it happen for far more people.

We're looking for a Membership & Audience Growth Manager: an experienced marketer who measures success in people, not likes. Your job is to get people to step through the rehearsal room door for the first time. Once they're in, our Membership lead takes it from there — and together you'll bring in at least 200 new fee-paying members a year. You'll also fill the seats at our concerts, where audiences see what our members can do — and many leave wanting to join in.

The People's Orchestra is a registered charity (no. 1151321). It began in 2012 with five people busking in Birmingham. Today more than 1,200 adults sing and play with The People's Show Choirs, The People's Orchestra and The People's Big Band across England and Wales. No auditions. No pressure. Just music, friendship and a real lift in wellbeing.

Our members love it. In our 2026 survey, 88%of our members said they would actively recommend us, and most told us they feel more connected, more confident and happier since joining.

We hold the Queen's Award for Voluntary Service and are an Arts Council England National Portfolio Organisation. Now we want everyone who would love us to find us.

The role at a glance

Job title	Membership & Audience Growth Manager
Salary	£40,000–£42,000 a year
Base	West Bromwich Town Hall, with regular travel to our groups across England, Scotland and Wales
Hours	Full-time, 37.5 hours a week, with some evenings and weekends around rehearsals and concerts
Works with	Sits alongside our Orchestra Manager and Choir Engagement Manager. Works closely with our Membership Admin team who support trial members into full members and handle payments and member communications. Supports our Social Media Admin
Contract	Permanent

Reports to	Chief Executive
Advertising budget	£2,000–£8,000 a month (£60,000 to £80,000 a year)
Driving	Full UK driving licence and access to a car essential

What you'll do

You'll own the journey from "I've always wanted to sing" to "I'm coming on Tuesday". You decide how to get people there; we back you with the tools to do it, within what a charity can afford.

- **Fill our free trial places.** Plan and run targeted paid advertising and marketing, digital and physical, alongside social media, local press and community networks, to get people booking a first session. You'll manage a seasonal advertising budget (of £60,000 to £80,000 a year)— busiest in autumn and spring, our peak joining seasons, with a break from June to mid-August — and track what each pound brings in.
- **Fill our concert seats.** Promote our concerts to new audiences, from local communities to members' friends and families, so every performance plays to a full house.
- **Turn audiences into members.** Use every concert to invite people in — a free session offer, a way to leave their details, and a follow-up afterwards.
- **Get them through the door.** Turn bookings into first visits, making the most of our CRM's automated emails and reminders, with a warm welcome and a buddy to meet them, so nobody arrives feeling alone.
- **Hand over brilliantly.** Pass every new arrival to our Membership lead with everything they need to help that person join.
- **Build partnerships.** Connect with community groups, employers, GP social prescribers, music services and local media to open new routes in.
- **Tell our story.** Create posts, short videos, member stories and press coverage that show what that first rehearsal really feels like.
- **Guide our admins.** Set the direction for our Social Media Admin and support our Membership Admin, so recruitment content and enquiries are handled quickly and well.
- **Work across our ensembles.** Partner with our Orchestra Manager and Choir Manager to know where each group needs new singers and instrumentalists and target your campaigns accordingly.
- **Run on data.** Track every step from first enquiry to first rehearsal in our CRM, report honestly on progress, and test what works.
- **Use AI to work smarter.** Use AI tools sensibly to plan, create and analyse, within our AI policy.
- **Make everyone an ambassador.** Give members, conductors and staff the tools and confidence to bring a friend.
- **Learn what brings people in.** Find out what makes people take that first step — and what holds them back — and share it with the team.

Your focus is new people. Our Orchestra and Choir Managers works with our group leaders to convert trial members into full members when they step through the door, give our members plenty to do to keep them coming back. Our membership admin team handles payments and member communications. Membership growth is your main focus, around 80% of your time; concert audiences make up the rest.

The sort of person you are

Who you are matters as much as what you can do. Our founder's grandad used to say you can do anything anyone else can, given the right tools. We'll give you the tools; we're looking for the attitude.

- **Friendly and outgoing.** You enjoy talking to strangers and putting nervous people at ease.
- **Honest and down to earth.** You're realistic, straightforward and comfortable saying what isn't working.
- **Focused on results.** You care about outcomes, not hours logged. In return, we offer real flexibility and give and take.
- **A problem-solver.** You bring problems to the table with solutions, never blame.
- **Grounded by experience.** You bring maturity from your working life and beyond and can relate easily to our adult members from all walks of life.
- **A self-starter.** You get things done, and you're happy to shape a role as it grows.

Skills and experience

Essential

- At least five years in hands-on marketing, with a proven record of growing sign-ups, members, sales or attendance. Brand or corporate communications experience alone won't be enough.
- Strong social media skills, including creating your own content: writing, images, simple design (for example Canva) and short video.
- A proven track record of running targeted paid advertising, both digital (such as Meta, Google and YouTube ads) and physical (such as posters, leaflets, local press, radio and outdoor), with results you can evidence, like cost per enquiry or booking.
- PR and media experience: press releases, local media and online coverage.
- Building partnerships and networks outside your organisation and supporting colleagues to deliver shared goals.
- Practical experience using AI tools at work — tell us how you use them.
- Able to travel regularly to our groups, with a full driving licence and access to a car.
- Available for some evening and weekend work around rehearsals, launches and concerts.

Desirable

- Experience in a membership, charity, leisure, sport or arts organisation.

- Using data and a CRM to track enquiries and bookings, report against targets and improve results.
- Email marketing, website and SEO experience, including automated email journeys in a CRM.
- Programme usage, for example Procreate, Capcut, Adobe (Photoshop, Express, Illustrator, Premier Pro, Canva), AI
- Experience promoting live events or selling tickets, and an interest in music, singing or the arts.
- Welsh language skills, for our groups in Wales.

How we'll measure success

Success means filling rehearsal rooms with new faces: enough first-timers for at least 200 to become fee-paying members each year, working with our Membership lead. We'll agree realistic quarterly targets together, review them openly, and celebrate when you beat them.

Measure	What we'll track
Enquiries	People getting in touch or signing up for information
Trial bookings	People booking a free first session
First visits	How many who book actually walk through the door
New members	Fee-paying members gained from those first visits, working towards 400+ a year with our Membership lead
Cost per first visit	Advertising and campaign spend for each new person through the door
Where they came from	Referrals, partnerships, media and advertising that bring people in
Concert audiences	Tickets sold and seats filled at each concert
Audience to trial	Concert-goers who go on to book a free first session

Why you'll love working here

Few jobs let you see the difference you make so clearly. Every member you bring in gains friendship, confidence and music — and you'll hear about it at rehearsals, on concert nights and in thank-you messages.

- **25 days' holiday** plus bank holidays, and a workplace pension with statutory employer contributions.
- **Trust and flexibility.** We judge results, not hours at a desk, and we work on real give and take.
- **Freedom to lead.** You decide how to hit your targets, and we back you with the tools to do it.

- **24/7 wellbeing helpline.** Confidential support whenever you need it, through our employee assistance programme with HA | Wisdom Wellbeing.
- **Exclusive discounts and offers** through Bright Exchange, the perks marketplace for BrightHR members.
- **An award-winning charity.** Join the team behind a Queen's Award for Voluntary Service and an Arts Council England National Portfolio Organisation.
- **Concerts you'll never forget.** Be there when our members step onto stages they never dreamed that they'd sing or play on.

How to apply

Send your CV and a cover letter answering to the three questions below to apply@thepeoplesorchestra.com by 30th November 2026. Please keep each answer to 450 words or less.

1. Describe a campaign that increased participation, customers, subscribers or audiences. What was your contribution, and what changed?
2. Give an example of using data or feedback to improve a customer or participant journey.
3. Why does this opportunity interest you, and which experience would you bring to it?

We welcome applications from everyone, whatever your background. If you need any adjustments to apply or attend an interview, just let us know.

Interviews will be held in person at West Bromwich Town Hall, B70 8AY.

We reserve the right to close this offer early if the role is filled

Thank you – The People's Orchestra Charity