

Swinging Woodpeckers Public Relations Manager

Role type: Volunteer (flexible commitment)

Location: Remote / Hybrid – Attendance at gigs/select rehearsals required

Reports to: Band Leader

About The Swinging Woodpeckers

The Swinging Woodpeckers refers to a group of separate, but associated bands (some of the musicians are in more than one band). The actual number of groups varies but a selection of the groups is summarized below:

- The Swinging Woodpeckers Big Band – A 20 piece Big Band providing a wide repertoire from the 1940s classics right through to the present day.
- The Woodpeckers Nonet. A 9 piece suitable for smaller venues with a very wide-ranging repertoire including Strict Tempo Dance Music.
- Left Bank – this group started as a tribute to the work of Django Reinhardt and Stefan Grapelli with two Guitars, Bass, Alto Sax and Vibraphone
- Indigo Bop – experienced Jazz Trio (Sax, Guitar, Bass)
- Woodpecker Quartet – often requested for Church occasions but is by no means limited to that environment. This group comprises Clarinet, Bass Clarinet, French Horn and Trombone
- Ad Hoc groups – We pride ourselves on our versatility and our ability to assemble bespoke Ad Hoc groups for any occasion.

About the Role

We are seeking a motivated and creative PR and Communications Lead to help shape and deliver our communications strategy. This is an exciting opportunity to play a key role in how Swinging Woodpeckers connects with the local community, our supporters and the public to ensure our music reaches the widest possible audience.

Key Responsibilities

- **Strategy** Develop and implement a PR and social media strategy for all Swinging Woodpeckers' ensembles
- **Digital Presence** Manage and grow the Swinging Woodpeckers' presence across Facebook, X, Instagram and Tiktok .
- **Content Creation** Draft engaging posts, news updates and professional press releases regarding Swinging Woodpeckers' activities and events.

- **Media Relations** Act as the primary contact for local and national press; pitching stories and securing features.
- **Insights** Monitor engagement analytics and identify opportunities for growth and audience impact.

Skills and Experience

Essential

- **Strong Writing Skills** An ability for engaging story telling alongside effective editing skills with a sharp eye for detail and tone.
- **Creative flair** Experience and confidence using digital tools for scheduling and content creation.
- **Independent** Ability to both work independently and to collaborate with our small volunteer team.
- **Presence** A willingness to attend rehearsals and gigs to capture "behind-the-scenes" content.
- **Enthusiasm** A love for swing, jazz and live performance

Desirable

- Experience in social media management, marketing, or communications.

What You'll Gain

- A chance to build your portfolio and professional profile in PR and communications.
- Experience working with a respected and growing group of musicians
- Free admission to all SW gigs
- Following a short probationary period, you will qualify for the December expenses payout in the same way as the musicians

Time Commitment

- This will vary but you should be able to commit to approximately 3–5 hours per week