



ASSOCIATION OF INDEPENDENT MUSIC

Association of Independent Music (AIM)

AIM is the not-for-profit trade body exclusively representing the UK's independent music sector, which makes up a quarter of the recorded music market. Now in its 19th year, AIM's members range from the largest, most respected record labels and associated music businesses in the world to self-releasing artists and the next generation of entrepreneurs in music. AIM promotes and supports this exciting and diverse sector globally and provides a range of services, commercial opportunities and practical help to members, enabling them to innovate, grow and break into new markets.

Role: Friend of AIM Manager

Responsible to: Membership Manager

Intro:

This is an exciting opportunity to join a small, fast-paced, busy and sociable team as the Friend of AIM Manager, driving and building the trade body's associate membership programme. Friends of AIM are companies of all types – ranging from cutting edge tech start-ups to the biggest global brands, including specialist law firms and any other businesses working with independent music companies. Friends of AIM want to support and become part of the independent community, with the goal of growing their businesses and client base and connecting with key music industry players. AIM is creating this brand-new role which recognises the importance we place on this rapidly-expanding membership tier.

Roles and responsibilities:

- Support the Membership Manager in the strategic development and implementation of plans to maintain and drive Friend of AIM membership
- Help develop and implement a membership engagement plan
- Help enhance the Friend of AIM package by proposing new ways for Friends to connect with our core membership, working with Membership Manager on delivery
- Work with AIM's Events team around programming speaking and prime sponsorship opportunities
- Coordinate with AIM's Communications Coordinator on PR and Comms
- Maintain the new Member Opportunities Platform and proactively contribute ideas for its development and evolution

- Liaise with Membership Administrator on renewals process
- Regularly monitor members' satisfaction to reflect upon and help steer activity
- Ensure any activity fits within the core strategies
- Represent AIM at industry conferences and events
- Build strong relationships externally and internally.

Personal spec:

- You will have at least 2 years' experience working in account management / sales roles within a professional environment, ideally within the music industry and in a fast-paced environment
- You'll be an enthusiastic self-starter with a diligent work ethic
- With a good knowledge of music brands and service companies, you will also be up on the latest industry trends
- An interest in independent music is essential
- You'll be target-driven and ambitious and always on the hunt for new members
- You'll be keen to learn and eager to gain knowledge and experience
- You'll be a stickler for detail with excellent administrative, organisational and time-management skills, with the ability to handle multiple projects at once
- Looking at ways to improve and streamline processes comes naturally to you
- Fully computer literate in office software packages, Apple OS and software and the full Microsoft Office Suite
- You'll be keen to share your ideas in team meetings and comfortable receiving feedback
- The successful applicant will find themselves being part of a close-knit and dedicated team with an exciting opportunity to build their knowledge and network.

We actively encourage applications from those who are under-represented in our industry, including women, Black, Asian and Minority Ethnic (BAME) and disabled candidates.

Location: Chiswick (nearest Tube: Stamford Brook) – Office move to Central London in the planning stages.

Salary: Based on experience

Start date: ASAP

Interviews: Monday 17 and Tuesday 18 December

Deadline: Midnight, Tuesday 11 December

To apply: Please send a CV and cover letter to Jude McArdle (jude@musicindie.com)

musicindie.com

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