

Project 5 – Granite City Brass Band and Granite City Community Band

Closing date: Sunday 26 May

Interview Date: Tuesday 4 June

Introduction

REAP CORPORATE AIMS

1. Promoting sustainable development
2. Helping communities to take action on climate change.
3. Building community capacity
4. Helping vulnerable households with energy saving advice with the aim of reducing high energy bills
5. Promoting energy efficiency in homes through retrofit, including through insulation, and other energy efficiency measures such as energy efficient windows, doors, boilers and heating systems.
6. Tackling inequalities e.g. tackling mental health issues through the therapeutic garden, and fuel poverty through our energy advice projects.
7. Promoting growing of local food with the aim of achieving food sufficiency so that rural communities in Moray have sufficient, safe and nutritious food for an active and healthy lifestyle.
8. working together with other local organisations to promote a “joined-up” or integrated approach.

REAP CURRENT PROJECTS.

1. Energy saving advice.
2. Community growing
3. Community hub.

Job Description

Main Purpose of the Role

Granite City Band is Aberdeen’s longest established community based musical society. Our continuing mission is to teach, promote and play music through the medium of brass instruments. The band having been established in 1850, as Stoneywood Mill works band, will enter its 175th year in 2025.

As the bands move towards the milestone anniversary we will collaborate with students to help with the following goals:

- 1) Devise and implement promotional strategy to celebrate the bands 175th anniversary including online activities and events.
 - 2) Help to develop plans for launching new junior band to increase brass band presence in our local communities. This will include outreach to the communities around our current location in the Garthdee area with the specific aim of achieving a diverse cohort of young people across all gender and ethnic groups to join the new group.
 - 3) Identify fund raising opportunities including one-off and continuing income streams to support activities during 2025, launching of the new junior band and continuing beyond 2025.
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WHAT TASKS WILL LEARNERS NEED TO COMPLETE TO ACHIEVE THE PROJECT GOAL?

- **Project Planning:** Establish goals aligned with strategic aims and define key steps towards goals
 - **Research:** Identify and build upon best practise in maintaining amateur cultural organisations and shape them towards the local environment.
 - **Content generation:** Using on-line marketing and promotional activities aligned with key strategic aims.
 - **Communication Strategy:** Identify target audience for key communications and suitable mediums for disseminating material.
 - **Target setting:** Establish interim targets and KPIs to demonstrate success and enable continuity after the end of project.
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Terms of Appointment

- **Contract Type:** Fixed Term for 8 Weeks
- **Hours of Work:** 10 hrs/week
- **Salary:** Real Living Wage
- **Location:** Remote