

Recruiting toolkit part four: who joins music groups and why

Recruitment personas

The New Mum	
	<p>Age: 29</p> <p>Gender: Female</p> <p>Occupation: Nurse, currently on maternity leave</p> <p>Background: Mother and baby groups have reminded her how much she loves singing, but she can't stand 'Wheels on the Bus'</p> <p>Looking for: Meet new people, establish identity beyond 'new mum'</p> <p>Musical Experience: Low - sings at home.</p>
The Returner	
	<p>Age: 45</p> <p>Gender: Male</p> <p>Occupation: IT Project Manager</p> <p>Background: His three children are now teenagers, meaning The Returner now has more free time and is looking for a music group to join</p> <p>Looking for: A personal challenge</p> <p>Musical Experience: Medium - played saxophone at school and university but hasn't played since</p>

The Leisure-time Musician



Age: 54

Gender: Female

Occupation: Architect

Background: Lives on her own, used to be in a community choir

Looking for: A musical challenge

Musical Experience: High - good singer - played violin and trombone to grade 8

The Retiree



Age: 63

Gender: Female

Occupation: Retired military scientist

Background: Recently retired and looking for ways to enjoy her new-found free time.

Looking for: A new challenge & Meet new people

Musical Experience: Low

The Socialiser



Age: 33

Gender: Male

Occupation: Broadband engineer

Background: After a sports injury, The Socialiser can't play football anymore, so he is looking for a new group to join

Looking for: Part of a team & Regular activity.

Musical Experience: Low - plays guitar a bit - can't read music

Read the resource at makingmusic.org.uk/resource/recruiting-toolkit-why-they-join