

# London **Philharmonic** Orchestra

## Marketing Assistant

### Information for Candidates

#### 1. Background Information

One of the finest orchestras on the international stage, the London Philharmonic Orchestra balances a long and distinguished history with its reputation as one of the UK's most forward-looking ensembles. As well as its performances in the concert hall, the Orchestra also records film and video game soundtracks, has its own record label, and reaches thousands of people every year through activities for families, schools and local communities.

The Orchestra was founded by Sir Thomas Beecham in 1932. It has since been headed by many of the world's greatest conductors including Sir Adrian Boult, Bernard Haitink, Sir Georg Solti, Klaus Tennstedt and Kurt Masur. Vladimir Jurowski is the Orchestra's current Principal Conductor and Artistic Advisor, and in 2017 we celebrated the tenth anniversary of this extraordinary partnership. Andrés Orozco-Estrada took up the position of Principal Guest Conductor in 2015.

The Orchestra is resident at Southbank Centre's Royal Festival Hall in London, where it gives around 40 concerts each season. Throughout 2018 we explore the life and music of Stravinsky in our series *Changing Faces: Stravinsky's Journey*, charting the life and music of one of the 20th century's most influential composers. In 2019 we celebrate the music of Britain in our festival *Isle of Noises*, exploring a range of British and British-inspired music from Purcell to the present day.

Outside London, the Orchestra has flourishing residencies in Brighton and Eastbourne, and performs regularly around the UK. Each summer the Orchestra takes up its annual residency at Glyndebourne Festival Opera in the Sussex countryside, where it has been Resident Symphony Orchestra for over 50 years. The Orchestra also tours internationally, performing to sell-out audiences worldwide. In 1956 it became the first British orchestra to appear in Soviet Russia and in 1973 made the first ever visit to China by a Western orchestra. Touring remains a large part of the Orchestra's life: highlights of the 2018/19 season include a major tour of Asia including South Korea, Taiwan and China, as well as performances in Belgium, France, Germany, The Netherlands, Spain, Greece, Switzerland and the USA.

The London Philharmonic Orchestra has recorded the soundtracks to numerous blockbuster films, from *The Lord of the Rings* trilogy to *Lawrence of Arabia*, *East is East*, *The Hobbit: An Unexpected Journey* and *Thor: The Dark World*. It also broadcasts regularly on television and radio, and in 2005 established its own record label. There are now over 100 releases available on CD and to download. Recent additions include Shostakovich's Symphony No. 7 conducted by the late Kurt Masur, and a disc of orchestral works by Richard Strauss including *An Alpine Symphony*, conducted by Vladimir Jurowski.

In summer 2012 the London Philharmonic Orchestra performed as part of The Queen's Diamond Jubilee Pageant on the River Thames, and was also chosen to record all the world's national anthems for the London 2012 Olympics. In 2013 it was the winner of the RPS Music Award for Ensemble.

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The London Philharmonic Orchestra is committed to inspiring the next generation of musicians. In 2017/18 we celebrated the 30th anniversary of our Education and Community department, whose work over three decades has introduced so many people of all ages to orchestral music and created opportunities for people of all backgrounds to fulfil their creative potential. Highlights include the *BrightSparks* schools' concerts and FUNharmonics family concerts; the LPO Young Composers programme; the Foyle Future Firsts orchestral training programme; and the LPO Junior Artists scheme for talented young musicians from communities and backgrounds currently under-represented in professional UK orchestras.

The Orchestra's work at the forefront of digital engagement and social media has enabled it to reach even more people worldwide: all its recordings are available to download and, as well as a YouTube channel and regular podcast series, the Orchestra has a lively presence on social media.

## **Marketing Assistant**

### **The Role**

Job Title:	Marketing Assistant
Reports to:	Marketing Manager
Works with:	Marketing Director, Marketing Manager, Digital Creative, Website Manager, Marketing Co-ordinator, Box Office Manager, Orchestra Co-ordinator and Auditions Administrator
Location:	London Philharmonic Orchestra, 89 Albert Embankment, London, SE1 7TP
Hours:	9:30am - 5:30pm, Monday-Friday, plus concerts and events as necessary (evenings and some weekends)

### **Principal Responsibilities:**

This is an excellent opportunity to gain experience within the busy marketing department of the London Philharmonic Orchestra and to play an active role in promoting the Orchestra's events and other activities across the UK. The Marketing Assistant will be responsible for the voice of the LPO across all social media channels, and will also be involved in all aspects of marketing and profile-building campaign activities that take place during the concert season. This includes digital content creation and editing, e-marketing and social media campaigns, direct mail, print production and distribution, audience analysis, promotional offers, etc. The Marketing Assistant will assist the rest of the department in its in-house ticketing operation, processing ticket orders and staffing the box office on concert nights. The role will also entail a small amount of general office duties.

### **Main tasks**

- In collaboration with the Marketing Manager and Digital Creative, lead on implementing the Social Media strategy and presence including the planning of day to day social activities and copywriting and content
- Research ideas for social media campaigns, keep abreast of latest trends, and evaluate impact of social activity to inform future decision-making
- Take part in tactical marketing activities including, but not limited to copywriting, organising mailings, creating e-bulletins, marketing research, proof-reading and maintaining databases.
- Assist with print design, production and distribution
- In conjunction with the Marketing team, be involved with concert-specific promotions and assist with the administration of the London Philharmonic Orchestra's student campaign, NOISE.

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- Work with the marketing team to create inventive marketing campaigns, with digital content at their heart
- Take the lead on digital screen curation and creation for the LPO's concerts at Southbank Centre
- Assist the Digital Creative, and play a key role, in the creation and editing of digital content (training can be provided where necessary). This will also involve conducting artist, player, audience interviews etc as required
- Write relevant marketing copy for specific audiences and marketing platforms
- Take incoming box office calls and provide excellent customer service
- Make changes, create and update content on the LPO website using Joomla content management system
- Support the marketing team in the online set up of the LPO's season at Royal Festival Hall
- Provide administrative support to the Marketing department and wider team, including greeting visitors to the office, post distribution, taking customer queries, answering incoming calls and booking couriers

## **Person specification**

### **Essential**

- Knowledge of / interest in classical music
- Good communicator
- Excellent copywriting skills
- Good organisational skills
- Team player
- Ability and willingness to work off own initiative when necessary
- Desire to learn about the orchestral and arts marketing world
- Professional telephone manner and demeanour

### **Desirable**

- Understanding of social media channels and activity
- In Design skills
- Experience in a customer facing role
- Previous office experience

## **6. Terms**

The salary range for this position is £20,000-£21,500. The successful candidate will also receive a pension contribution equivalent to 6% of their salary. They will be entitled to 20 days annual leave per annum increasing by one day for each full year of service to a maximum of 25 days. The package also includes two tickets for all London concert programmes and four seats for Glyndebourne dress rehearsals.

The post will have a six month probationary period

## **7. How to Apply**

Please visit the jobs page of the LPO website

(<http://www.lpo.org.uk/contact/careers.html>) where you will be asked to complete a short form before uploading your CV and covering letter. If you are unable to apply online please

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contact Kath Trout, Marketing Director, on **020 7840 4204** or [kath.trout@lpo.org.uk](mailto:kath.trout@lpo.org.uk) for further information.

CVs should include:

- details of relevant achievements and experience as well as educational and professional qualifications
- Details of your notice period and names of two referees, together with a brief statement of the capacity in which they have known you, along with an indication of when in the application process they may be contacted (please note that we will not contact your referees without your express permission)
- An indication of your current salary
- Contact details including day and evening telephone/mobile numbers

The covering letter should summarise your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification

## **Application Process**

We are working to achieve diversity and welcome applications from all sections of the community. Successful applicants will be contacted and invited for interview at the London Philharmonic Orchestra offices at a mutually agreeable time.

**The closing date for applications is 10 am on Monday 3 June. Interviews will be held the week commencing 10 June.**