

Marketing & Digital Officer Information for Candidates

Background Information

One of the finest orchestras on the international stage, the London Philharmonic Orchestra was founded in 1932 by Sir Thomas Beecham. Since then, its Principal Conductors have included Sir Adrian Boult, Bernard Haitink, Sir Georg Solti, Klaus Tennstedt and Kurt Masur. In 2017 Vladimir Jurowski celebrated his tenth anniversary as the Orchestra's Principal Conductor. Edward Gardner is currently Principal Conductor Designate, and will take up the position when Jurowski's tenure concludes in September 2021. Karina Canellakis is the Orchestra's Principal Guest Conductor.

The London Philharmonic Orchestra has performed at Southbank Centre's Royal Festival Hall since it opened in 1951, becoming Resident Orchestra in 1992. It also has flourishing residencies in Brighton, Eastbourne and Saffron Walden, and performs regularly around the UK. Each summer it plays for Glyndebourne Festival Opera, where it has been Resident Symphony Orchestra for over 50 years. The Orchestra also tours internationally, performing to sell-out audiences worldwide.

The Orchestra broadcasts regularly on television and radio, and has recorded soundtracks for numerous blockbuster films including *The Lord of the Rings* trilogy. It has made many distinguished recordings over the last eight decades and in 2005 began releasing live, studio and archive recordings on its own CD label.

Over the lockdown period the LPO has sustained its relationship with UK and international audiences through 'LPOnline', reaching many thousands of people. From initial individual player performances recorded at home, to online engagement initiatives such as its wellbeing strand *Lean In and Listen*, the Orchestra progressed over time to larger-scale split-screen performances, before finally being able to play together in small chamber groups for the free LPO Summer Sessions from Henry Wood Hall, as well as small-scale outdoor performances at Glyndebourne. Autumn 2020 sees the Orchestra return at last to its Royal Festival Hall home to perform 13 full-length concerts filmed live and streamed for audiences to enjoy at home via Marquee TV.

Marketing & Digital Officer

The Role

Job Title:	Marketing & Digital Officer
Reports to:	Marketing Manager
Works closely with:	Marketing Director, Marketing Manager, Digital Creative, Box Office Manager
Location:	London Philharmonic Orchestra, 89 Albert Embankment, London, SE1 7TP (or home-working when necessary during the current pandemic)
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 play an active role in promoting the Orchestra's events and other activities across the UK whilst gaining experience within the busy marketing department of the London Philharmonic Orchestra. The Marketing & Digital Officer 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 and around 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 & Digital Officer 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. This role lends itself a candidate looking to further develop skills in all areas of marketing and provides opportunities to champion their ideas and take ownership over projects.

Please note due to the COVID-19 situation, the role is ever-changing, and the candidate must be able and willing to adapt quickly to rapidly evolving changes in the media landscape, and the types of events we present, whether these are online or eventually with a live audience. There is some scope for tailoring the role toward the candidate's individual skills.

Main Tasks

- In collaboration with the Marketing Manager, Digital Creative and Silent Studios (the agency with whom we are working in autumn 2020 to broadcast our London season), lead on implementing the social media strategy including the planning of day-to-day social media campaigns, producing visual content and writing accompanying copy.
- Research ideas for social media campaigns, keep abreast of latest trends, and keep records of and evaluate the impact of social activity to inform future decision-making.
- Work with the department's Digital Creative, and play a key role in the creation and editing of digital content across the organisation (training can be provided where necessary). This will also involve conducting artist, player and audience interviews etc., as required.
- Work with the Digital Creative and the Education team to create video content for outreach projects and educational social media campaigns.
- Work with the Marketing team to create inventive marketing campaigns with digital content at their heart.
- Work with the Marketing Manager on digital and print advertising to create bespoke visual assets for each advert by adapting existing designs, and work with mailing houses, printers and distribution companies.
- Take part in tactical marketing activities including, but not limited to, copywriting, organising mailings, creating e-bulletins, marketing research, proofreading and maintaining databases including Tessitura.
- Make changes, create and update content on the LPO website, and assist with the online setup of the LPO's season at the Royal Festival Hall using the Joomla content management system.

London **Philharmonic** Orchestra

- In conjunction with the Marketing team, be involved with concert-specific promotions and assist with the administration of the London Philharmonic Orchestra's student scheme, NOISE.
- Take the lead on digital screen creation and curation for the LPO's concerts at Royal Festival Hall once live events resume.
- Take incoming box office calls and process bookings using Tessitura box office system, and provide excellent customer service on the phone and in person on concert nights (once live events resume).
- 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
- Understanding of social media channels and activity
- Creative individual with artistic flair and an interest in design
- Good attention to detail
- Good communicator
- Excellent copywriting skills
- Good organisational skills
- Good IT skills (MS Office suite, Google suite)
- Team player
- Ability and willingness to work using own initiative when necessary and adapt to evolving situations
- Desire to learn about the orchestral and arts marketing world
- Ability to work accurately under pressure in a fast-paced environment
- Professional demeanour and telephone manner

Desirable

- Experience using Adobe Creative Suite (Photoshop, InDesign, Premiere Pro)
- Experience using a database such as Tessitura
- Experience using social media in a previous role
- Photography/camera skills
- Experience in a customer-facing role
- Previous office experience

Terms

The salary range for this position is £20,000–£24,000. 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 once they resume.

The post will have a six-month probationary period.

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How to Apply

Please visit the Jobs page of the LPO website (<https://www.lpo.org.uk/about/jobs.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 contact Kath Trout, Marketing Director, on **020 7840 4204** or **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, or possibly by a Skype/Zoom interview.

The closing date for applications is 10am on Monday 21 September. Interviews will be held the week commencing Monday 28 September.