

# philharmonia orchestra

## SENIOR MARKETING MANAGER

Job Description

**Reports to:** Media and Marketing Director

**Line manages:** Marketing Assistant, Box Office Manager. Also oversees the work of freelance Programme Editor.

**Key Objectives:** *To maintain and develop audiences for all the Orchestra's own-promoted concerts; and to meet annual attendance targets*  
*To oversee the day to day work of the Marketing Assistant and the Orchestra's in-house Box Office/Sales operation*

### **Role and Primary Responsibilities:**

- Together with the Media and Marketing Director, to devise an annual Sales and Marketing Strategy for own-promoted concerts, including subscription, audience development, groups and education links.
- To devise strategies for promoting individual concerts and series within each season and to manage their implementation, including generating sales promotions, direct mail, advertising, distribution, online marketing and print production.
- To manage the Sales and Marketing budgets for own-promotions
- To work on developing and broadening the Orchestra's audience base, and particularly on increasing both the subscriber base and single ticket purchasers.
- To manage all print production for own-promoted events, including copy writing.
- To work with freelance concert programme editor on programme content and production, and to handle budgets for programme production
- To work with SBC to develop innovative collaborative initiatives and marketing partnerships.
- To implement the relevant sections of the Southbank Centre Residency Agreement in conjunction with Southbank Centre and the London Philharmonic Orchestra.
- To manage the Orchestra's in-house sales operation, and to supervise the Box Office Manager in the management of the London subscription scheme, the ProVenue database/box office system and Sales staff.
- To work to targets defined by the Media and Marketing Director for developing Groups Sales, including research, devising and implementing new initiatives, producing promotional materials and managing budgets.
- To work with the Digital Department to maximise the effectiveness of the Orchestra's websites, digital resources and social networking as effective marketing tools, and to take lead responsibility for ensuring that the Orchestra's profile, and its concerts and other activities, are fully represented on its own and relevant third party websites.
- To work with the Development Director to create joint strategies and initiatives
- Working with the Education Department, to make links with higher and further education institutions, and to devise joint Audience Development initiatives for London.
- To work with the Friends Manager on initiatives linked to subscriber benefits and new Friends Development.

- Orchestra liaison: to foster and maintain links between the Marketing Dept and the PO musicians, including communication and information exchange, and involving musicians in marketing initiatives.
- To devise and oversee the day to day work of the Marketing Assistant, working together on the effective implementation of all London marketing campaigns.
- To attend all concerts at the RFH, and to attend concerts at the residency venues on a rota basis
- Other duties as defined by the Media and Marketing Director.

## **Person Specification**

### Essential

- At least 3 years' arts marketing experience, to include some time spent working on the direct promotion of live classical music events
- A proven track record in delivering audiences for arts events and for achieving box office sales targets
- Significant experience in direct marketing, e-marketing, advertising, print production and distribution
- Significant and demonstrable knowledge of classical music
- Significant experience in devising and managing audience development initiatives
- A proven ability to write creative, targeted sales copy to support both online and offline marketing campaigns
- Experience of planning and managing significant budgets
- Experience of Quark or similar design packages and photoshop
- Knowledge of box office systems, and data management
- Experience of managing a team
- Exceptional customer service skills
- Ability to work fast and efficiently within a highly pressurised environment, involving constant multi-tasking and multiple deadlines
- A flexible approach, and the ability to work unsociable hours during evenings and weekends

### **Other information**

**Salary:** £26,000- 30,000 p/a according to experience

**Pension:** An additional 6% of salary is paid monthly into a staff pension scheme after completion of a three month probationary period.

**Holiday:** 20 days p/a (plus a discretionary 3 days p/a between Christmas and New Year, which can be awarded by the Council of Management annually)

### **HOW TO APPLY:**

Please apply in writing, either by email (preferred), fax or post, to:

Alice Walton, Media & Marketing Director  
 Philharmonia Orchestra  
 The Tower Building  
 11 York Road  
 London SE1 7NX

Email: [alice.walton@philharmonia.co.uk](mailto:alice.walton@philharmonia.co.uk)

Fax: 020 7921 3950

Applications should include:

- 1) A comprehensive curriculum vitae giving details of education and previous employment.
- 2) A covering letter stating why you are interested in this post, and why you believe you would be a suitable candidate.
- 3) A day-time telephone contact number, which can be a mobile. We will be discreet when contacting you by telephone.
- 4) Names of 2 referees (if your current or most recent employer is not given as a referee, please state the reason for this). We will not contact your referees without your permission.

Please note that applications which do not fulfil the criteria specified in points 1 – 4 above will not be considered.