

ARTS MANAGEMENT PROFESSIONAL TRAINING SCHEME

MARKETING & COMMUNICATIONS

The Philharmonia Orchestra is one of the world's busiest orchestras, giving over 100 concerts each year. Uniquely among the London orchestras, in addition to its subscription season at the Royal Festival Hall it has thriving regional residencies at De Montfort Hall, Leicester and the Corn Exchange, Bedford, as well as strong partnerships with other concert venues.

The Orchestra has a high profile internationally, and in the past year has visited countries including Germany, Switzerland, Spain, Portugal, Belgium, Luxembourg, Mexico and China.

The Philharmonia is the world's most recorded orchestra, with a magnificent recorded legacy going back to the days of Herbert von Karajan and Otto Klemperer. We recently initiated a vibrant recording programme of the Orchestra's live concerts, many of which will be made available for download via the Orchestra's own website. The Orchestra is also much in demand for film music recordings.

It is the role of the Marketing Department to ensure that the Orchestra's wide-ranging activities are communicated effectively to existing and potential audiences, stakeholders, press, government bodies and other arts organisations around the world, and to encourage as many people as possible to engage with the Orchestra in a variety of ways, eg. attending live concerts, following the Orchestra's activities through various media channels (printed material, websites, newspapers, email bulletins, SMS, podcasts), downloading Philharmonia recordings, and interaction with the Orchestra on many different levels.

As a trainee in the Marketing Department you will have the chance to observe how the Departmental staff work, both individually and as a team, in order to meet their targets in terms of ticket sales, building the Orchestra's profile, finding new audiences and achieving audience loyalty. You will learn how an efficient ticket sales operation is run, and will gain a useful insight into the importance of the website as a marketing tool, and receive excellent training in all of these areas.

Training within the Marketing Department will include:

1. An insight and involvement in the Philharmonia Orchestra's marketing activities relating to its residency at Southbank Centre, London, where it self-promotes over 40 concerts each season
2. An understanding of the role of the Philharmonia's marketing department in venues where the Orchestra has a special Residency or Partnership, eg. Bedford Corn Exchange, De Montfort Hall, Leicester, The Anvil, Basingstoke, Colston Hall, Bristol, and Marlowe Theatre, Canterbury

3. How to provide tailored marketing support to the many UK venues where the Orchestra is engaged to perform
4. Observation and participation in departmental meetings, and other internal and external meetings with a variety of staff colleagues, and external partners
5. Training in various software programmes including Microsoft Office, Quark desktop publishing, Photoshop, the Box Office ticketing system and Content Management System (CMS) software for website maintenance
6. Dealing with customers and taking bookings for concerts using the in-house ticketing operation
7. The successful creation of marketing plans for different types of concert, series, project etc
8. How to source and collate the necessary information (eg. artist biographies, images, programme notes etc) for producing successful marketing material such as flyers, posters, brochures, programmes, web pages
9. Production of promotional and press materials relating to a variety of marketing campaigns with different target audiences, using in-house desk top publishing software
10. The development of proof reading skills required for concert programmes, brochures, sales letters and other print
11. How to brief designers, printers, additional partners etc in order to produce professional print
12. How to write relevant copy for communicating through different channels including print, on the website, in sales letters, brochures, e-bulletins etc
13. Writing successful press releases and press liaison
14. Website maintenance and e-marketing opportunities
15. Budget management of various marketing campaigns described above
16. Maintenance of necessary office supplies for the Marketing Department including printed material, letterhead, etc
17. Use of office equipment relating to marketing activity, eg. Photocopiers, scanners, mailing/folding machine, franking machine
18. The chance to attend live Philharmonia concerts at Southbank Centre and other UK venues