

philharmonia orchestra

MARKETING ASSISTANT

JOB DESCRIPTION

Reports to: Marketing Manager

Works closely with: Marketing and Press Manager
Digital Marketing Manager
Box Office Manager

The Department

The Philharmonia's busy Marketing team is responsible for communicating the Orchestra's programme to a national and international audience. At the core of the Department's work is the creation and delivery of marketing and communications campaigns for the Orchestra's UK residencies: over 35 concerts a season at Southbank Centre's Royal Festival Hall, and concert series in Leicester, Bedford, Canterbury, Basingstoke and at the Three Choirs Festival. The team also manages the Orchestra's press and publicity, brand and social media; promotes the Philharmonia's recording releases on Signum Records; and is closely involved in the Philharmonia's award-winning audience development projects.

Role objective

To provide vital support to the marketing managers in delivering marketing campaigns and audience development projects across the Philharmonia Orchestra's programme.

ROLE & RESPONSIBILITIES

Marketing campaigns:

- To work with the marketing managers to support series and concert-by-concert marketing campaigns
- To work with the marketing managers on brochure production, direct mail and distribution, copywriting and email marketing, and sourcing artist and promotional images
- Together with the marketing managers, to liaise with Southbank Centre's marketing team to ensure accuracy and maximise coverage for Philharmonia Orchestra concerts within Southbank Centre's website, audience communications, marketing materials and on-site

- To work with the marketing managers on the implementation of the Philharmonia's offline advertising strategy
- To lead on the marketing of the Philharmonia Chamber Players series

UK & International programme:

- To work with the Marketing and Press Manager to supply promotional materials to promoters for the Philharmonia's UK and international programme
- To compile and distribute weekly sales reports
- To support with the Marketing and Press Manager, as required, on key audience development initiatives throughout the UK, including contributing to *The Virtual Orchestra* project and its legacy

Digital:

- To work with the Digital Marketing Manager on the content management of the Philharmonia website, taking responsibility for the editorial content for time-sensitive sections, including but not limited to the homepage, concert pages, news and blog
- To work with the Digital Marketing Manager to develop social media audiences and engagement for the Orchestra, including researching, writing and posting content, interacting with audiences and keeping abreast of the latest developments in social media

Concert programmes:

- To support the production of concert programmes for the Philharmonia's London, Bedford and Leicester Seasons, including compiling materials, proof reading, circulating proofs and collating corrections
- To lead on the creation of event freesheets for concerts and free performances

Other:

- To provide administrative support for the marketing team, including compiling and circulating press reviews, archiving materials, keeping records of programmes sold/distributed and numbers of people at unticketed events
- To support the Box Office Manager taking bookings for London and Bedford Season concerts as required
- To attend concerts in London and across the UK on a rota basis
- To assist with the implementation of the Philharmonia Orchestra's Cultural Diversity and Arts and Disability initiatives as directed
- To undertake such other duties as may reasonably be required by the Company

PERSON SPECIFICATION

- An interest in arts marketing and knowledge of classical music
- A proven ability to write creative targeted sales copy to support both online and offline marketing campaigns
- Outstanding attention to detail
- An eye for visual design and ability to learn to use design software packages
- Exceptional customer service skills
- Ability to work fast and efficiently within a highly pressurised environment, involving multi-tasking and multiple deadlines
- Willingness to travel within the UK as required
- Flexible approach, and willingness to work unsociable hours, including evenings and weekends.

Additional Information

- Salary: £19,000 per annum.
- Hours: 9.30 – 17.30, Monday – Friday (35 hours per week) plus evening and weekend work as required.
- Annual leave: 33 days per annum, including public and bank holidays.
- Pension: the Company has a pension scheme into which you will automatically be enrolled (subject to the provisions of auto-enrolment legislation) upon completion of a 3-month qualifying period, and into which the Company will pay 6% of salary.

Application Procedure

To apply, please email your CV and covering letter to recruitment@philharmonia.co.uk

Please also complete our Equality and Diversity questionnaire and return it with your application. The questionnaire can be found on our website: <https://www.philharmonia.co.uk/vacancies>

Please include details of two referees in your application, stating at what point in the recruitment process each of them may be contacted (we will not contact your referees without your permission).

Deadline for applications: **17.00 on Thursday 13 December.**

Interviews will be held on Thursday 20 December at the Philharmonia office, 6 Chancel Street, London SE1 0UX.

If you have not heard from us by close of business on Tuesday 18 December, unfortunately your application has not been successful.

Candidates are required to have the right to work in the UK

The Philharmonia Orchestra is committed to equal opportunities. We are working to achieve diversity and welcome applications from all sections of the community.