

# Communications Co-ordinator

## Job Description – March 2020

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### **The London Symphony Orchestra**

As the resident orchestra of the Barbican Centre, the LSO presents some 70 concerts here each year, performing the highest quality music from the core symphonic repertoire, as well as music by living or lesser known composers. Other concert engagements in the UK provide additional opportunities for the Orchestra to be heard nationally, whilst the Orchestra's major international touring programme brings the LSO to a global audience, particularly through annual residencies in New York and Paris and regular visits to Japan, China, the USA and Europe.

The LSO's activities also include an inspirational and pioneering education and community programme, LSO Discovery, and an award-winning record label, LSO Live, which enables the Orchestra's music to be heard by a global audience through digital recordings. LSO St Luke's, the Orchestra's music education centre, adds a unique dimension to the work of the Orchestra, being the home of LSO Discovery, LSO rehearsals, and a substantial public concert programme.

### **Marketing and Communications**

The London Symphony Orchestra continues to lead the way both live on stage and through its marketing and communications, from live streaming to worldwide social media. The work of our Marketing and Communications teams focuses on growing the income, advocacy and demand for the LSO's music, so that we can also grow our audience-generated revenues.

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### **Role Overview**

This is a key part of the Communications and Administrative function at the LSO.

You'll assist the Head of Press and External Affairs in all aspects of the media and external stakeholder relationships and internal communications.

You'll be the first point of contact for Visitors to the LSO administrative offices and execute a limited range of general office administrative duties for the organisation.

You'll look after the LSO's most important advocacy guests, and communicate regularly with the LSO's admin team and Members of the Orchestra.

You will join a team who deliver world-class, inspiring creative communications that deliver our key messages and brand story and engages our audiences, as outlined in the marketing communications strategy.

## **KEY DUTIES**

### **Media Relations and Campaigns working closely with Head of Communications**

- Manage enquiries from music critics for press tickets, liaise with the Barbican press office over press tickets
- Operate press desk at concerts as required
- Work with colleagues to raise the media profile of LSO activities, sponsorship relationships and commercial partners , including LSO Discover events, concert series and digital activity and events
- Assist with writing, editing and distributing press releases
- Ensure, as far as possible, that all media coverage is in sympathy with the image and ethos of the LSO as currently defined
- Manage media enquiries as required for artists and staff of the LSO
- Liaise and maintain contact with other departments
- Develop a wide range of arts and other media contacts as appropriate including social media influencers and maintain good relations with existing contacts; keep all contact details including digital media updated on department database
- In the absence of the Head of Press & External Relations, brief the Head of Marketing on meetings and all relevant matters relating to the work of the Company and press projects undertaken; ensure that all briefing materials are kept up-to-date to guarantee the efficient working of the Department
- Keep Press Cuttings files up to date

### **External Stakeholder Management**

- Work with Managing Director and others to draw up guest lists for stakeholder events, sending concert invitations to high-level advocacy guests, collating responses and logging details, and dealing with guests' queries, as required
- Maintain a co-ordinated approach to cultivation events – one grid, one list, right quality, on budget. Work with Development Major Events Manager to integrate advocacy events into general Development calendar
- Organise approximately 10 Barbican concert invitations a year to showcase the LSO; handle all RSVPs.
- Undertake research to maintain the Advocacy Database keeping abreast of industry updates and liaising with other departments in order to make regular additions and changes
- Work with Managing Director and others to draw up guest lists for stakeholder events, sending concert invitations to high-level advocacy guests, collating responses and logging details, and dealing with guests' queries, as required
- Share LSO strategic priorities and success stories with the City of London Corporation by contributing to their monthly briefings
- Contribute the LSO upcoming concerts to the monthly Barbican highlights
- Assist with the running of advocacy events as required, including hosting high-level advocacy guests
- Assist with the stakeholders' magazine Living Music (bi-annually) and any new advocacy pieces. Assist with editorial schedules; undertake copy-writing and research; brief designers; set up photoshoots, printing, mailing and distribution

### **Internal Communications**

- Organise monthly all-staff briefings to showcase work from across the business
- Keep abreast of relevant industry news (e.g. new appointments) and latest arts/culture research by distributing press cuttings using Meltwater and Classical Music magazine news stories to all staff

- Share LSO strategic priorities and success stories with the whole organisation by producing the Staff and Members monthly e-newsletters
- Help with information-sharing between colleagues and keep abreast of relevant LSO news through editorial meetings, via regular one-to-ones, and sitting in on different admin team meetings
- Support LSO members, staff and Boards in ensuring they have the tools to use every opportunity to tell the LSO story and reinforce the LSO's positioning

### **Office Support/Reception**

- Keep abreast of the LSO's activities through ArtsVision diary system, brochures and leaflets
- Act as front desk for the LSO administration. Bring a consistent high level of service to all callers, visitors and guests and present a professional image of the LSO, being aware of the need to deal with different levels of enquiry in the most appropriate manner
- Keep reception tidy and welcoming. Deal with deliveries to and from reception
- Maintain the office diary and an awareness of staff absences, meetings away and people working from home to assist with directing and responding to calls and queries
- Be responsible for taking the staff register in event of emergency office evacuation
- Ensure the photocopier, stationery and kitchen areas are kept well stocked and tidy

### **Other**

- Provide administrative support for the Managing Director, as required
- Actively seek to implement the London Symphony Orchestra's Health and Safety Policy in relation to the duties of the post, and at all times give due regard to the health and safety of both themselves and others when carrying out their duties
- Actively seek to implement the LSO's Equal Opportunity Policy and the objective to promote equality of opportunity in relation to the duties of the post

## **PERSON SPECIFICATION**

### **Essential Knowledge/Skills and Experience Arts and Media Experience**

- Understanding and experience of the requirements and working methods of the media and social influencers in UK and overseas
- Understanding and experience of the needs and working methods of artists and theatre personnel
- Awareness of and ability to keep up to date with developments in the classical music sector
- Ability to develop ideas for editorial content for the website, social media and other digital media platforms
- Ability to develop a campaign strategy
- Demonstrated ability to write good copy and prepare campaign materials

### **Administration and Core Skills**

- Educated to degree level or equivalent experience
- Strong communication skills and high standard of written/verbal English including ability to write engaging copy and exceptional proof-reading skills
- Highly proficient Microsoft Office user

- Highly proficient user of current digital imaging processes and good aptitude for learning new applications, a good understanding of HTML, XHTML, CSS, Joomla, web publishing, Flash etc
- Knowledge of the latest social media and user platforms, technology tools and marketing solutions
- Strong IT skills including Microsoft Excel to advanced level and the ability to use online and social media to deliver innovative marketing activity
- Strong organisational and time management skills with ability to prioritise and meet deadlines
- Ability to work accurately under pressure
- Ability to grasp key issues quickly and, when necessary, to deal effectively with complex situations at short notice
- Attention to detail and commitment to delivering a high standard of work

### **People Skills**

- Ability to deal effectively with a wide range of people
- Ability to maintain a range of working relationships effectively
- Good communication skills with a professional and confident manner
- Consistent high level of customer care and responsiveness
- Ability to work effectively within a team and lead on projects as required
- Ability to work to and support a culture of continuous improvement
- Commitment to managing own learning and continuous professional development relevant to the role

### **Subject-Matter Knowledge and Awareness**

- Knowledge of and interest in music or the ability to learn
  - Ability to maintain and build on knowledge of repertoire and artists
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## TERMS AND CONDITIONS

- Salary Range: £22,545 - £23,600 per annum
  - Full-time 37.5 hours per week permanent contract, with some evening and event work required. A time off in lieu arrangement is applicable in such cases.
  - Normal working hours: 09:30-18:00, Monday-Friday, with additional hours as required for which overtime is not paid.
  - Notice Period: 2 months
  - 25 days annual leave plus bank holidays
  - Interest-free loan for a season travel ticket
  - Subsidised catering facilities provided by the Barbican Centre
  - Membership of company pension scheme as follows:
    - In line with auto-enrolment regulations during first year of service.
    - 5% employer contributions and 2% employee contributions after 1 year's employment.
  - Non-contributory private healthcare scheme\*
  - Company income protection insurance\*
  - Cycle to work scheme
- \* after completion of one year's employment*

The LSO's offices are based at the Barbican Centre, London.

The LSO is an Equal Opportunities employer.

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## HOW TO APPLY

If you would like to apply for this role, please complete the application form and equal opportunities form online by following the link provided at [www.iso.co.uk/orchestra/jobs](http://www.iso.co.uk/orchestra/jobs). If you have any questions about this role, please contact Chris Millard, Head of Press and External Affairs, on [Chris.Millard@iso.co.uk](mailto:Chris.Millard@iso.co.uk) or 020 7588 1116.

The closing date for applications is 10am on Monday 23 March 2020.

Interviews will be held mid-week around 7 – 8 April 2020.

*If you do not live or work in Greater London, the LSO will make a contribution towards travel expenses incurred in attending interviews only if agreed in advance. In exceptional circumstances, initial interviews may be conducted by telephone or Skype. If you are invited for an interview and would like to claim travel expenses, please mention this when your interview is being arranged. Please note that a request to claim travel expenses will not affect decisions about whether or not to invite you to an interview.*