

Marketing Co-ordinator

Job Description – March 2020

The London Symphony Orchestra

As Resident Orchestra at 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 US and Europe.

The LSO's activities also include an inspirational and pioneering learning 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

The London Symphony Orchestra's Marketing team works to grow and develop the audience for the LSO, both in the concert hall and internationally via digital channels, grow audience-generated revenues, and deepen audience engagement in the Orchestra's music. The department comprises staff working on marketing campaigns, audience development and community engagement, digital content and communications, customer relationship management, brand management, and graphic and digital design.

Role Overview

Reporting To: Marketing Manager

Role Objective

The LSO's two Marketing Co-ordinators play a key role in delivering the organisation's concert marketing campaigns, audience development initiatives and content creation, while supporting the Marketing department's administrative functions.

As well as planning marketing campaigns to drive ticket-sales, and initiatives to grow audiences, the post-holder will work closely with the rest of the Marketing team to manage social media and digital channels, create effective marketing communications, assist with the production of concert programmes, and arrange tickets for VIP guests.

Main Responsibilities

Concert Marketing Campaigns

- Plan concert marketing campaigns, working alongside the Marketing Manager and other Marketing Co-ordinator, and run them on a day-to-day basis. This will include: planning, booking and briefing advertising; researching partnership and reciprocal marketing opportunities; booking distribution and handouts; setting up promotional offers; and producing email and mailing campaigns.
- Produce effective marketing communications, including blog posts, leaflets, advertisements, email campaigns, artist interviews and trailers.
- Brief the Graphic & Digital Designer on producing advertisements and marketing print.
- Actively look for new opportunities to promote the LSO and to reach new audiences, and contribute ideas to wider marketing initiatives.

Audience Development

- Plan and implement campaigns to grow and broaden audiences for specific LSO Discovery projects, including Singing Days, Discovery Days and Showcases.
- Assist with wider departmental initiatives to reach new audiences, including promoting the Half Six Fix series of concerts and Wildcard tickets.
- Preparing pre- and post-concert communications, overseeing the Marketing Assistant.
- Helping to plan and run events to thank high-level bookers.

Digital

- On a rota, research, write and publish posts on LSO social media platforms (Instagram, Twitter, Facebook, LinkedIn), and respond to enquiries and other interactions.
- Work closely with colleagues in departments throughout the organisation to source content for social media channels.
- Work with the Digital Content Manager to identify opportunities to produce engaging online content, and assist with planning, filming and production as necessary.
- Update the LSO and Barbican websites as required, and assist with uploading event pages during the season on-sale period.

Brand & Editorial

- Collate content, write copy and produce layouts for half of the LSO's concert programmes for the Barbican season. Circulate and correct proofs, and prepare artwork for printing.
- Work with colleagues in Marketing and throughout the organisation to share and repurpose content across channels in the most effective way.
- Collate and update materials for inclusion in tour programmes, and liaise with tour promoters to ensure that information is accurate, correctly branded and up-to-date.
- Oversee the production of large-print versions of publications by the Marketing Assistant.
- Proofread print and other marketing materials produced by other LSO departments.
- Write and edit promotional copy for use in print and online.
- Picture research.
- Ensure all LSO communications to audience-members reinforce the LSO's positioning, tell the Orchestra's story in an engaging way, and maintain a consistent, appropriate tone of voice.

Guest Tickets

- Oversee ticketing arrangements for internal staff, artists and guest tickets for half of the LSO's Barbican concerts, working alongside the other Marketing Co-ordinator, Marketing Assistant and Development department.
- Assist Head of Customer Relationships with producing event set-ups, and regularly check box office screens.
- Work on LSO Guest Ticket Desk at Barbican concerts (rota).

Other

- Support the Marketing Assistant in their work across digital content, publications and concert marketing.
 - Assist with photoshoots, filming sessions, interviews and other sporadic events.
 - Deal with customer enquiries and complaints as necessary.
 - Actively seek to implement the LSO'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 yourself and others when carrying out your duties.
 - Actively seek to implement the LSO's Equal Opportunities Policy and the objective to promote equality or opportunity in relation to the duties of the post.
 - Any other duties as may reasonably be required.
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Experience and Skills Required

Essential

- Educated to degree-level or equivalent experience.
- Relevant experience, ideally in the arts, culture or not-for-profit sector.
- An understanding of marketing channels and how to create an effective marketing campaign, including advertising, copy, direct marketing, digital and print.
- Good attention to detail, and an eye for visuals.
- An interest in orchestral music.
- Excellent IT skills, including fluency in Microsoft Office.
- Experience of updating and producing content for social media.
- A confident communicator, able to handle people at all levels inside and outside the LSO.
- Well organised, with an ability to work to a high standard and meet deadlines in a busy environment.
- A generous, enthusiastic team member.

Desirable

- Experience using Adobe Creative Suite.
 - Experience using web CMS platforms.
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Terms and Conditions

- Salary: £22,545 per annum
- Normal working hours: 9.30-18:00, 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.

37.5 hours per week – Monday to Friday with some evening and event work required. A time off in lieu arrangement is applicable in such cases.

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 Iso.co.uk/orchestra/jobs. If you have any questions about this role, please contact Fiona.Dinsdale@Iso.co.uk or 020 7588 1116.

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

Interviews will be held week beginning **30 March 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.