



**London Symphony Orchestra
Marketing and Audience Development Co-ordinator
Recruitment Information – March 2017**

Reporting to: Marketing and Audience Development Manager

The London Symphony Orchestra

As the resident orchestra of the Barbican Centre, the LSO presents some 70 concerts there 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 UBS and LSO 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, with many performances broadcast by the BBC.

Marketing Team and Work Colleagues

The objective of LSO marketing is to maximise revenue, and expand and diversify the audience for the London Symphony Orchestra, and to develop the LSO brand, of which LSO St Luke's plays an important part in reaching new people.

The LSO employs 70+ full-time and part-time staff within eight different departments. Besides the marketing and communications team, the post-holder works alongside a wide range of customer-facing LSO staff, including colleagues in LSO Discovery (education and community), LSO St Luke's (the Orchestra's venue on Old Street), LSO Live (recordings and broadcasts) and Hatcham Communications, as well as the voluntary Community Ambassadors. They will also be expected to build relationships with key external colleagues including: designers, printers, advertising agencies and with key Barbican teams including box office, music marketing and creative learning.

Role Objective

To help sell all aspects of the LSO, in particular Barbican and LSO St Luke's concerts. The post-holder will work on campaigns and audience development initiatives across all marketing disciplines, as well as taking responsibility for particular marketing areas wholly their own.

KEY DUTIES

Campaign Marketing

- Plan concert marketing campaigns with the Marketing and Audience Development Manager and Senior Marketing Manager, Audiences, and run them on a day-to-day basis including researching potential targets, running data queries, creating direct emails/mailings, booking advertising and distribution, feeding back results.
- Writing marketing communications and news stories for mailings, website, social networks and blogs (in conjunction with concert programme content).

Audience Development

- Contribute to departmental research and analysis regarding audience behaviour and profiles
- Plan audience development schemes for Families, with specific responsibility for the LSO's Family Concerts at the Barbican.
- Devise audience development schemes for Young Audiences, with specific responsibility for under-25s via Student Pulse and Young Barbican.
- Develop and implement ideas for developing new attenders to New Music performances and developing relationships with the LSO composing community, with specific responsibility for LSO Composer schemes (Panufnik and Soundhub).
- Audience development for existing audiences, including overseeing the creation of pre- and post-concert emails, and co-ordinating events for high-level bookers.

Communications

- Assist with social media as directed by the Senior Marketing Manager, Digital Communications.

Publications and Publicity Production

- Collate copy, circulate, collate and correct proofs for concert programmes and LSO publicity pieces as required by the Marketing and Audience Development Manager.
- Paste-up drafts of concert programmes to existing templates using Adobe Creative Suite.
- Write copy and features for LSO publications, including highlights guides, the LSO St Luke's Events Guides, Living Music magazine, concert programme extras.
- Picture or photo research.
- Liaison with LSO Discovery to ensure their print is produced to style and proofed outside of their team – as directed by the Marketing and Audience Development Manager.

Other

- Support the Marketing and Communications Assistant in their campaign marketing and publications tasks.
- Box Office Liaison – create event set-ups and maintain a regular watch on ticket sales via box office screen checks.
- Oversee ticketing arrangements for internal staff, artists and guest tickets together with the Marketing and Communications Assistant.
- Update LSO and Barbican websites as required.
- Advise on mailing data queries for other departments.
- Work on LSO Guest Ticket and Info Desks at Barbican concerts (rota).
- Deal with customer queries and complaints as necessary.
- Carry out any other duties that may be reasonably required.

EXPERIENCE AND SKILLS REQUIRED

Essential

Attainments and Qualifications

- Evidence of skills and training in Microsoft Office (Word, Excel, Powerpoint).

Experience

- 12–18 months of experience working in arts marketing, preferably with six months working for an orchestra.
- A breadth of marketing skills – advertising, branding, copywriting, direct marketing, digital and e-marketing, promotions, print, statistics and research.
- Previous experience of project management and marketing campaign planning.
- Previous experience of arranging and running events.
- Previous experience of creating and maintaining systems.

Appearance and impact on other people

- Confident at handling people at all levels inside and outside the organisation, in person and on the phone.
- Articulate, fluent and persuasive speaker.
- Relaxed and co-operative team player.

Innate abilities

- Well organised, systematic person who can deal with a number of simultaneous tasks and objectives.
- An eye for detail.

Motivation

- Someone who shares the LSO's beliefs and values in making music available to the greatest number of people.
- Self-motivated person able to work on their own initiative as well as part of a team.
- Ability to deliver a consistently high quality in their work.
- A determination to see each job through all stages to completion.
- Ability to prioritise and timetable own work.
- Discrimination to find ways of constantly improving their own and others' work.
- A self-confident person able to make decisions and take responsibility for them.

Desirable

- Education to degree level.
 - Some knowledge of classical music – either A Level or practical experience.
 - An equable, positive personality who enjoys a stimulating and demanding environment.
 - A good sense of humour and a calm appearance, giving confidence to others.
 - An aptitude for learning and a willingness to take on new challenges.
 - A flair for organisation.
 - Training in Adobe Creative Suite (InDesign, Photoshop and Illustrator) and web-based Content Management Systems.
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TERMS AND CONDITIONS

- Salary Range: £20,000 – £23,250 per annum, according to experience.
- Normal working hours: 9.30-18:00, Monday-Friday, with additional hours as required for which overtime is not paid.
- Notice Period: 6 weeks.
- 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:
 - 1% employer contributions and 0.8% employee contributions in the first year of employment.
 - 5% employer contributions and a discretionary employee contribution after 1 year's employment.
- Non-contributory private healthcare scheme.*
- Company income protection insurance.*
- Childcare vouchers.
- 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.

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.lso.co.uk/orchestra/jobs.

If you have any questions about this role, please contact Fiona Dinsdale, Marketing and Audience Development Manager on fiona.dinsdale@lso.co.uk or 020 7382 2522.

The closing date for applications is **10am on Friday 31 March 2017**.

Interviews will be held on Wednesday 5 April 2017.

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.