



**London
Sinfonietta**
making new music

**London Sinfonietta
Head of Marketing
December 2023**

About London Sinfonietta

London Sinfonietta is at the forefront of contemporary arts in the UK and internationally. We are one of the world's finest contemporary music ensembles with a reputation built on cutting-edge programming and virtuosic performances. Founded in 1968, we have commissioned over 450 new works and premiered many hundreds more. We always seek to inspire more people with the sound of new music – across contemporary classical, jazz and experimental music – at venues including contemporary arts spaces, electronic music venues, international concert halls, and in community settings.

We are resident at London's Southbank Centre and Artistic Associate at Kings Place, and have an extensive catalogue of recordings. We develop new talent from school projects through to early career professionals, ensuring the next generation of contemporary music creators thrives. We break new ground in the digital sphere and have created [a suite of apps with the musician Steve Reich](#), and launched our own [digital channel](#).

We believe that contemporary arts and music are relevant to all people's lives, and commission and produce work that addresses issues affecting modern society, to connect with wider audiences and engage their imaginations. In 2021, we pioneered in the UK the first ever entirely bicycle-powered classical concert, working with theatre director Katie Mitchell in the staging of [Laura Bowler's Houses Slide](#) (2021). More recently, we staged [Alicia Jane Turner's one-person opera Tell me when you get home](#) with an all-female and non-binary creative team, which explored gendered experiences of walking home alone at night. We regularly collaborate with artists from other genres, and have also worked extensively with visual artists and animators.

Our participation and learning work has gone from strength to strength over the past 35 years, and we were the first orchestra in the UK to begin a programme of work in this area. We reach thousands of people a year via public participation opportunities at concerts and events, schools and community engagement (both live and online) including our [Sound Out concerts](#) and [Composition Challenge workshops](#) and concerts involving the public on stage with us.

Our talent development programmes provide world-class training to early career musicians through our annual [London Sinfonietta Academy](#) project, and composers are supported on our recurring [Writing the Future scheme](#) which, in the current round, has supported, produced and performed the work of four music creators including those from non-classical and diverse backgrounds.

We take positive action in relation to artist representation. In 2021-22, our new commissions came from 52% men and 48% women, with 24% representing Global Majority backgrounds, and our public participation work actively engages underrepresented groups to perform with us on-stage.

**“The world's top
new music ensemble”**
The Times



Marketing at London Sinfonietta

The Head of Marketing is a key role, overseeing and planning all of the London Sinfonietta's Marketing and Communications activity. Working with the Chief Executive & Artistic Director and General Manager, the Head of Marketing ensures that the organisation's external marketing, communications and messaging delivers maximum effect, driving ticket sales and audience growth across all the ensemble's programmes. The role is responsible for managing the marketing budget, line managing the Marketing Assistant and liaising with our external press agency. It also has a digital oversight role, liaising with external videographers and editors as required and managing engaging content for publication on our website, Digital Channel and social media.

The organisation has recently received 'Transform' funding from Arts Council England in order to scope and develop new areas of business revenue streams. As part of this project the Head of Marketing will play a leading role in researching and developing specific projects which look to maximise digital transactions with customers. Although a digital specialist is not required, the successful candidate will have a strong understanding of digital marketing practices and ideally have some experience of developing digital products or maximising sales via digital methods.

The role and who we are looking for

We are looking for someone with creativity, excellent communication skills and the versatility to adapt messaging to different audiences and markets, enabling our programme to gain as wide a reach as possible. The successful candidate will have substantial experience of marketing within the arts with a track record of developing audiences, an innovative approach to crafting communications messages and a strong understanding of digital marketing practices. The ability to write articulate, inspiring copy about the music we perform is required, and so an appreciation and understanding of classical music would be an advantage. Competence and familiarity with CMS systems and the ability to learn and adapt to new systems and tools is important, including the ability to use relevant editing and design software.

The Head of Marketing reports to the General Manager with regular tasks directed by the Chief Executive & Artistic Director. The post holder is part of the Senior Management Team responsible for supporting wider strategic issues and works closely with other Heads of Department.



Key Responsibilities

Strategic and Management

- Shape and implement the organisation's Audiences & Digital Strategy, including marketing, audience development, digital marketing, PR, branding and box office.
- With the CEO & AD, be responsible for the organisation's external facing messages and branding, leading on creation of specific campaign concepts and developing the London Sinfonietta brand identity.
- Work with the Chief Executive and Artistic Director on organisational digital strategy.
- Manage the annual marketing budget and income targets, leading on benchmarking and setting ticket prices for all events.
- Drive ticket sales and growth, developing new opportunities for generating new sources of income from our audiences.
- Undertake research and analysis on ticket sales and audiences and keeping abreast of marketing trends and best practice in the wider industry.
- Maintain excellent working relationships with marketing teams at Southbank Centre, Kings Place and other venues, promoters and festivals which engage the organisation, overseeing data sharing agreements, box office negotiations, audience surveys, in-venue marketing presence and reciprocal marketing.

Marketing, Digital & Press

- Lead on devising and implementing marketing and communications campaigns for the annual season of concerts and events.
- Ensure that public communications are undertaken effectively and in line with brand guidelines.
- Oversee and develop the organisation's digital marketing practices, seeking out areas for improvement where appropriate.
- Work with the CEO & Artistic Director and alongside our external PR consultants (Wildkat PR) to devise and deliver effective PR campaigns throughout the season.
- Oversee and develop LS's online and social media presence.
- Maintain and develop the organisation's website in partnership with external developers, ensuring all information is up to date and SEO-optimised.
- Oversee the management of digital content for the organisation's website and Digital Channel, liaising internally and externally as required, and prepare content for publication according to the schedule.
- Project manage research and development for new areas of potential growth as part of the Transform project, with a particular focus on developing digital transactions and new digital products.



Box Office and CRM

- Liaise with external box offices using effective strategies to maximise ticket sales and increase profiles for our events.
- Oversee effective CRM processes to engage our current audience and cultivate new customers.
- Play a lead role in managing our Customer Relationship Management software, Tessitura, working with colleagues in the Development team.
- Be the primary point of contact with Southbank Centre Tessitura Consortium, and for data sharing with Kings Place.
- Lead the use of Arts Council England Illuminate audience data platform and Culture Counts' Impact & Insight portals, delivering the requirements of our NPO funding from Arts Council England.
- Work with the General Manager to ensure that marketing and communications activity is compliant with GDPR and other legislation governing data protection, privacy and digital and electronic communications.

Other Duties

- Line manage the Marketing Assistant through regular 1:1 meetings and periodic performance reviews.
- Attend London Sinfonietta concerts and events in London with responsibility for overseeing guest list activity on the night.
- Play an active role in decision-making as a member of the senior management team, contributing to the wider strategic and operational decisions of the organisation.
- Report regularly both verbally and in writing to the Chief Executive & Artistic Director and London Sinfonietta Council on strategic performance matters.
- Undertake any other responsibilities that may reasonably be asked by the CEO & AD and General Manager.
- Demonstrate a commitment to achieving London Sinfonietta's goals in equality, diversity and inclusion and environmental responsibility.
- Follow legal requirements and best practice in all aspects of Health & Safety, Safeguarding and Data Protection.



Person Profile

Essential attributes and skills:

- Substantial marketing experience gained in the arts, cultural or charity sector.
- Experience of implementing strategies for developing new audiences.
- Excellent English copywriting skills with the ability to write engaging and inspiring copy about our new music programme.
- Experience of maintaining a website using a CMS and of dealing with web design agencies.
- Knowledge of digital marketing practices including using Google ads and other digital techniques.
- Experience of using social media channels imaginatively to engage audiences, promote events and build brand awareness.
- An understanding of ticketing and box office systems and using data to inform marketing campaigns.
- Experience managing and reconciling budgets.
- Excellent verbal communication and negotiation skills.
- Strong IT skills, including Microsoft Office and Adobe design products.
- Ability to line manage team members in a supportive way.
- A creative, self-motivated person who works well independently and as part of a small team.
- An interest and enthusiasm for the arts and contemporary music.

Desirable skills:

- Experience of marketing gained in the music sector.
- Knowledge of contemporary classical music.
- Experience of line managing staff.
- Experience of using a CRM system such as Tessitura.
- Experience working with video editing software and camera equipment.



Working at London Sinfonietta

We are a small, friendly and enthusiastic team based in Kings Place, King's Cross. We are a hands-on organisation, with all staff able to input into the strategic direction of a world-renowned contemporary arts organisation. We have a commitment to professional development with regular training opportunities available. Staff mix regular home-working with being in the office and at events; our performances offer a regular social aspect, with staff able to access complimentary concert tickets for London Sinfonietta concerts as well as receive discounts at Southbank Centre's on-site cafes and shops.

We offer 25 days holiday per year (rising by 1 day per year after 5 year's service to a maximum of 30 days) plus bank holidays, along with an enhanced maternity and paternity leave provision.

Equality and Diversity

London Sinfonietta is committed to becoming a more diverse and inclusive organisation. We encourage applications from those who are currently under-represented in our workforce and also more widely in the classical music industry, including D/deaf or disabled, and applicants who experience barriers due to ethnicity, gender identity and/or socio-economic background.

To ensure that our equal opportunities process is effective and to monitor the range of people who are applying to work with us, please complete an Equality and Diversity monitoring form with your application. Please access the form by clicking the following link or copying and pasting the address into your web browser:

<https://forms.office.com/r/BJtU7MUFPc>

All responses submitted are anonymous and will not be used by the interview panel for the purposes of selection.

Data Protection

London Sinfonietta is aware of its obligations under the General Data Protection Regulation (GDPR) and is committed to processing your data securely and transparently. Please visit <https://londonsinfonietta.org.uk/privacy-and-cookie-policy> which sets out, in line with GDPR, the types of data that we collect and hold on you and how the data is processed.



Terms and Conditions

Line Manager General Manager

Contract Permanent

Role The London Sinfonietta is a small organisation which always needs to work flexibly and is able to provide all employees with a broad set of experiences that significantly enhance their future career prospects. It is expected that all roles in this small team will evolve over time, creating opportunities to take on new responsibilities, gain varied experience and develop new skills. Any significant changes to the job description would only be implemented in conversation with the post-holder and be supported by training as required.

Working hours Full time position (35 hrs per week). Normal office working hours are 10am to 6pm, (or 9.30-5.30pm or 9am-5pm depending on requirements and by negotiation)

In practice, the demands of the job will require working outside these hours, including working at London Sinfonietta events at evenings and weekends as necessary. A time off in lieu policy applies for event working at weekends or bank holidays.

Office address Kings Place, 90 York Way, London N1 9AG.
Hybrid office working, at least 2-3 days in the office per week, which may vary according to meetings and events. London Sinfonietta will provide a laptop or other home working equipment as required. London Sinfonietta may seek to alter the hybrid working arrangements should circumstances change (for example, if the team meetings pattern changes or the organisation moves to a different office base). Such alterations will be sought by mutual agreement with the employee.

Salary £31,000-33,000 per annum depending on experience

Pension We operate a contributory pension scheme which you will be auto-enrolled into (subject to the conditions of the scheme). LS contribute an amount equal to 3% of salary, with the Employee making a contribution of 5% of salary

Annual leave 25 days (plus bank holidays)

Start date February 2024

Notice Period Under 1 month's service – 1 week

1 month to successful completion of probationary period – 1 month

On successful completion of your probationary period – 12 weeks



How to apply

To apply for the position of Head of Marketing at London Sinfonietta, please send a cover letter including supporting statement outlining why you want to work for the London Sinfonietta and how you meet the person specification, and your CV to

recruitment@londonsinfonietta.org.uk

Please also complete the anonymous monitoring form as detailed above. We will guarantee first round interviews to candidates who identify as D/deaf or Disabled (who are currently under-represented in our organisation and in the contemporary arts sector), and have relevant experience in a marketing role in the cultural sector. If you regard yourself as someone who meets these criteria, please indicate this in your supporting statement.

Closing date for applications: 12 noon, Monday 29th January 2024

Interviews: First round interviews will take place on Tuesday 6 and Wednesday 7 February 2024

For any other queries about this role, or if you require this information in a different format, please contact Frances Bryant on

frances.bryant@londonsinfonietta.org.uk

