

## **MARKETING MANAGER JOB DESCRIPTION**



### **Summary**

The London Sinfonietta is one of the world's leading contemporary music ensembles, having established a world-wide reputation over 50 years. Our mission is to engage wider audiences in new music, support the growth of individuals and communities, and develop talent.

The Marketing Manager is a key role, overseeing all of the London Sinfonietta's Marketing and Communications activity. Working with the Chief Executive & Artistic Director and General Manager, the Marketing Manager ensures that the organisation's external marketing, communications and messaging delivers maximum effect, driving ticket sales and audience growth across all the Sinfonietta's programmes. The Marketing Manager shapes and contributes to the overall audience development, CRM, data and digital strategies for the organisation, including maintaining the website, email communications, Tessitura, and other databases. The role is responsible for managing the marketing budget, line managing the Marketing Officer and liaising with our Press Consultant.

### **About the London Sinfonietta**

Formed in 1968, our commitment to making new music has seen us commission 400 works and premiere hundreds more. Our ethos is to commission and perform music from the best composers living today, performed by world-class musicians. We are a bold and innovative organisation that seeks to engage and inspire a world-wide audience by curating ambitious and risk-taking concert formats and projects. We regularly collaborate with other musicians, artists and contemporary art forms that helps us reach a wider audience. In the coming season, we explore new concert formats performed in new locations around the country to make the exciting music of 20th and 21st century composers and artists more accessible than ever.

Resident at Southbank Centre and Artistic Associate at Kings Place, with a busy touring schedule across the UK and abroad, the London Sinfonietta's core eighteen Principal Players represent some of the best musicians in the world. Across our history, we have worked with many of the greatest living creators and interpreters of new music, and our work includes on-going associations with UK organisations such as the Royal Opera and Ballet, Huddersfield Contemporary Music Festival, Music Theatre Wales, the Central St Martins School of Art and the Royal Academy of Music.

The London Sinfonietta is an Arts Council England National Portfolio Organisation from 2018-2022. The organisation receives regular national press attention for its work, not least because of its ambitious programme of new pieces and projects.

**"The world's top new-music ensemble"** The Times, January 2018

[londonsinfonietta.org.uk](http://londonsinfonietta.org.uk)

## Job Description

The Marketing Manager is responsible for:

**Strategy for Audience Development:** leads on creating and implementing the audience development strategy for the London Sinfonietta, and the relation of this plan to the Development Strategy and the London Sinfonietta's business plan.

**Marketing & Press:** leads on devising and implementing marketing, communications and press campaigns, building the overall London Sinfonietta brand, and managing effective relationships with internal and external colleagues and partners, ensuring that high standards, creativity and effectiveness are at the core of all marketing and communications activity.

**Box Office:** setting up London Sinfonietta events, liaising with external box offices using effective strategies to maximize ticket sales and increase profile for our events, and leading on the implementation of data sharing agreements and audience surveys.

**Digital:** The Marketing Manager supports the London Sinfonietta's Digital strategy, working closely with the Digital & Projects Officer to develop ideas and initiatives, and takes the lead on developing and managing the website, social media channels and other digital marketing practices

**Management:** The Marketing Manager is responsible for managing the Marketing Team, which consists line-managing the Marketing Officer and working closely with the Press Consultant. The post is responsible for the overall administrative performance of the team as well as the budget allocation and spend.

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

## Key Responsibilities

### Strategy for Audience Development

- Lead on all areas of the organisation's Business, Operational and Strategic Plans that relate to marketing, audience development, press relations, branding, and box office.
- Work with the CEO & AD and General Manager to shape and implement the Audience Development Strategy each season through carefully planned and innovative projects that engage directly with existing and new audiences.
- Take a leading role in implementing organisational marketing strategies, with a focus on the 'LS Community' (which joins the audience development and fundraising planning together).
- Take responsibility for the organisation's external facing messages, leading on creation of season concepts and working with the Chief Executive & Artistic Director and General Manager to maintain and develop the London Sinfonietta brand.
- Undertake audience research and analysis programmes and report regularly on findings, trends and conclusions to the Chief Executive & Artistic Director and the London Sinfonietta Council.

### Marketing & Press

- Lead on devising and implementing marketing and communications campaigns for the annual season and individual projects, delegating to the Marketing Assistant where appropriate, with responsibility for crafting overarching messages.

- Devise and implement the annual communications planning for the organisation governing both marketing and fundraising activity, in consultation with the Development Manager.
- Ensure that all external public communications from all areas of the organisation are undertaken effectively and in line with brand guidelines and communication policies, liaising with external sources and proofing work from other teams where necessary.
- Be responsible for all publicly distributed copy, both digital and print, delegating to the Marketing Assistant where appropriate.
- Ensure an effective online and social media presence, maximising reach, growing our digital audience and building brand awareness, delegating to the Marketing Assistant where appropriate.
- To work alongside our external PR consultant to devise and deliver PR campaigns throughout the season, as agreed with the Chief Executive & Artistic Director.

### **Digital**

- Be responsible for the London Sinfonietta's website in partnership with external developers, and oversee the contributions and updates from all areas of the organisation, delegating to the Marketing Assistant where appropriate.
- Lead on the organisation's digital marketing practices, seeking out areas for improvement where appropriate.
- Work with the Chief Executive and Artistic Director and Digital & Projects Officer to refine digital content, playing a key role in the development and implementation of the organisation's Digital Strategy and Action Plan.

### **Data and CRM**

- Create and implement effective CRM processes, in order to engage with current customers, nurture new prospects, and pursue new opportunities
- Lead on the management of the company's Customer Relationship Management software, Tessitura, on behalf of the whole organisation, supporting and guiding other teams where necessary.
- Work with the General Manager to manage the collaboration with Southbank Centre through their Tessitura Consortium, and Kings Place – the other principal holder of audience data for the ensemble.
- Lead the use of Audience Finder and Culture Counts portals, delivering the requirements of our NPO funding from Arts Council England.
- Work with the General Manager to ensure that all marketing and communications activity is compliant with GDPR and other legislation governing data protection & privacy and digital and electronic communications.

### **Management and relationships**

- Maintain and develop working relationships with marketing teams at Southbank Centre and Kings Place (including all other resident artists), collaborating on all aspects of marketing, press and audience development.
- Build positive working relationships with other venues, promoters and festivals which engage the organisation, leading on Data Sharing agreements, Box Office negotiations, audience survey implementation and the in-venue marketing presence and reciprocal marketing.
- Develop fruitful working relationships with collaborators including artists, charities, educational institutions and commercial companies.

- Line manage the Marketing Assistant and ensure that appropriate systems and processes are in place for all marketing and communications activity.
- Maintain an overview of the Digital & Projects Officer's work in digital content creation in relation to marketing activity.
- Assist the Chief Executive & Artistic Director and Development Manager in cultivating corporate partners, supplying audience analysis and advice on branding.
- Work with the General Manager and Head of Finance to devise and manage the annual marketing budget and income targets, lead on setting ticket prices for all events.

### **Other Duties**

- Line management of the Marketing Officer includes a responsibility for performance, managed through regular 1:1 meetings and periodic performance reviews.
- Attend all London Sinfonietta concerts and events in London acting with responsibility for Front of House activity in consultation with partner venues, and meeting press and guests where appropriate.
- As a member of the Senior Management Team contribute regularly and actively to wider organisational and strategic discussions.
- Report regularly both verbally and in writing to the Chief Executive & Artistic Director and London Sinfonietta Council on strategic and performance matters.
- Contribute to regular strategic developments including Business Plan development and Arts Council England major bids.
- Deputise for the Chief Executive & Artistic Director and General Manager where requested.

### **Person Profile**

This role would be suitable for someone with at least 3 years experience of marketing within the arts with a track record of implementing strategies for the development of new audiences. An innovative approach to crafting communications messages and a strong understanding of digital marketing practices is essential. A good understanding and appreciation of music, and contemporary classical music, would be an advantage.

The post-holder will need to demonstrate leadership skills and a high level of efficiency and drive in response to challenging targets and the energy of a small and busy team.

### **Key skills, attributes and experience**

#### **ESSENTIAL**

##### **Relevant experience and knowledge**

- 3 + years of marketing experience in the cultural sector, ideally music
- Experience of implementing strategies for developing new audiences.
- Experience of all aspects of arts marketing including design and print production, distribution, advertising, social media advertising, email marketing and reciprocal promotion.
- Experience of effective PR and communication skills including excellent copywriting skills.
- Experience of using Tessitura or another similar CRM system
- Experience of maintaining a website using a CMS, and of dealing with web agencies.
- Knowledge of digital marketing trends, including using Google ad words, display re-marketing and other digital techniques.
- Experience of using social media channels to engage audiences, promote events and build brand awareness.

- An understanding of ticketing and box office systems

### **Marketing strategy and planning**

- Strategic, imaginative and lateral thinking in shaping marketing campaigns.
- Demonstrable ability to plan marketing and PR campaigns.

### **Work and project planning**

- Ability to deliver on time to agreed targets.
- Ability to manage and prioritise a diverse, busy and shifting workload.
- Proven experience of budget management.
- The ability to work in an organised and methodical way.

### **Communication and office skills**

- A creative, self-motivated person who works well independently and as part of a small team.
- Leadership and project management skills
- Excellent verbal and written communication skills.
- Strong IT skills, including Microsoft Office
- Meticulous attention to detail.
- Familiarity with database and mailing list management.
- A strong interest in the arts and a willingness to find out more about contemporary classical music.  
Experience of successfully managing other people.

### **DESIRABLE**

- Experience of marketing music events, with specific music industry understanding (e.g. music venues, box office, music press etc)
- Knowledge of contemporary classical music
- Experience of creating marketing and audience development strategies.
- Experience of working at manager level including previous line management of staff
- Experience of working with design packages (Adobe Creative Suite, InDesign, Final Cut Pro X)

## **Terms and Conditions**

**Line Manager:** General Manager, with task management from CEO & AD

**Contract:** Permanent

**Working Hours:** Full time position. Normal office hours are 10am to 6pm. In practice, the demands of the job will sometimes require working outside these hours, including attendance at all London Sinfonietta concerts and occasional weekends as necessary.

**Office Address:** Kings Place, 90 York Way, London N1 9AG

**Salary:** Between £27,000-£31,000, according to 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 statutory bank holidays)

**Start date:** As soon as possible (depending on applicant's current notice period)

**Notice period:** 12 weeks' notice in writing