



**London
Sinfonietta**
making new music

Marketing Officer
Part-time
April 2025

About London Sinfonietta

The 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, perform around the UK and internationally, 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 participatory app with the musician Steve Reich which is still being used world-wide 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](#). 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 choreographers, visual artists and animators.

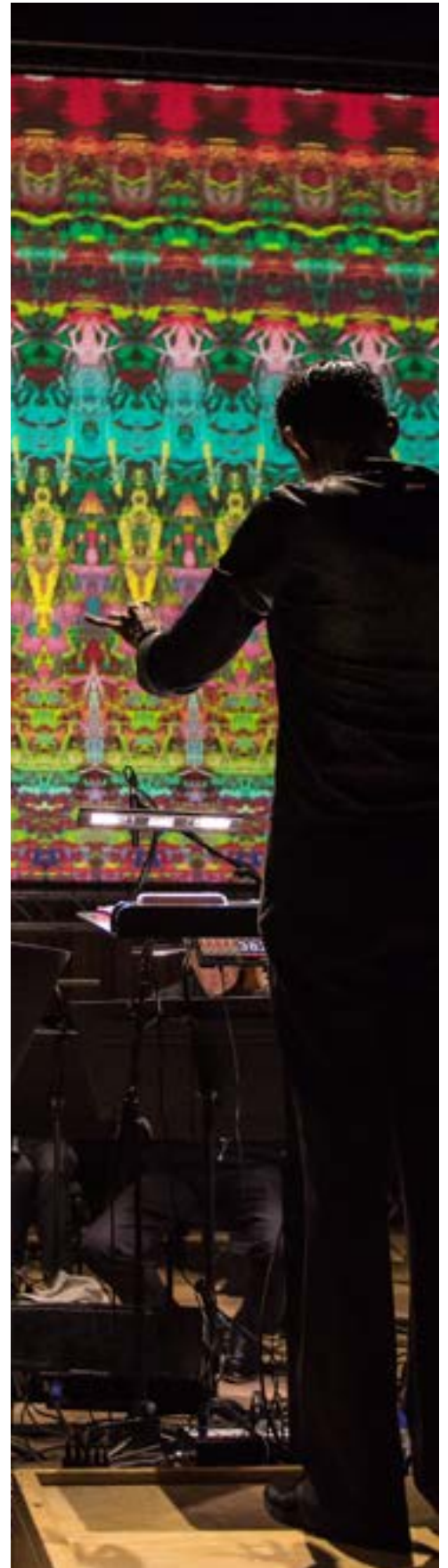
Following the Covid Pandemic, we are now working hard to rebuild our national and international touring programme. With more UK performance dates in our diary, we will also be touring to Poland, Norway, Ireland and Holland in the 25/26 season.

Our participation and learning work has gone from strength to strength over the past 35 years, after we were the first orchestra in the UK to establish a music education programme in the early 1980s. 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 side-by-side projects and composers are supported on our recurring [Writing the Future scheme](#) which, in the current round, is supporting, producing and performing the work of four music creators including those from non-classical and diverse backgrounds.

We take positive action in relation to artist representation. In 2024 we met our targets of reaching a 50:50 balance between pieces commissioned from men and women. We also reached our target of commissioning 30% of works from those representing Global Majority backgrounds.

The London Sinfonietta is a member of the Arts Council England's National Portfolio of Organisations and has confirmed funding from them until at least the end of March 2028, when (along with other NPO organisations) we will reapply.

We are now starting to work towards our 60th Anniversary of the organisation which lands in January 2028.



The role and who we are looking for

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 and inspire individuals and communities through music, and develop composing and performing talent.

The Marketing Officer will be a creative, organised individual with a passion for connecting new audiences with contemporary music. They play a key role in driving ticket sales, growing audiences and strengthening the London Sinfonietta's network through engaging social media, digital content and communications.

Reporting to the Head of Marketing, this fast-paced role requires strong communication, digital marketing skills, awareness of trends in the digital sphere and excellent organisational abilities to maintain efficient processes. You should be proactive and interested in finding new ways to attract audiences to the London Sinfonietta and contemporary music.

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



Key Responsibilities

Marketing & Audience Development

- Support the Head of Marketing in planning and delivering campaigns for concerts, editorial strands, and other initiatives
- Manage social media, including the calendar, scheduling posts, organising content production with freelancers, engaging with digital communities
- Collaborate with the Head of Marketing to ensure high engagement levels and growth in LS's key audience groups
- Stay abreast of trends in the digital sphere that we could implement
- Ensure marketing materials are produced in a timely and accurate fashion, including correct supporters' crediting requirements
- Copy-writing in-line with brand guidelines for digital platforms, producing emails and sending to mailing lists
- Organise mailings and reciprocal digital promotion with partners
- Coordinate ticketing efforts, including liaising with venue box office, managing guest lists, and organising ticket offers to target audiences.
- Maintain up-to-date concert listings in UK press and relevant publications
- Organise audience and feedback surveys including demographic surveys and assist in collating and maintaining results
- Collate press reviews, survey responses and online comments

Digital & Content

- Nurture communities on social media, fostering advantageous collaborations
- Undertake small-scale design and digital content tasks including to promote talent development and education programmes
- Ensure website accuracy by keeping London Sinfonietta and partner sites up-to-date, liaising with members of the team when necessary
- Update internal monitoring databases, ACE Culture Counts and Illuminate portal with activity, survey and tickets/box office information
- Administer digital releases, including assisting with licensing where necessary and content publishing

General Duties

- Attending relevant industry networking meetings and carry out any other reasonable tasks as requested by the Head of Marketing
- All staff are normally required to attend London Sinfonietta concerts and events in London
- Attend staff meetings and contribute to on-going strategic and operational discussions
- Take part in 1:1 meetings and periodic performance reviews, demonstrating a commitment to managing own learning and continuous professional development relevant to the role.
- Demonstrate a commitment to achieving London Sinfonietta's goals in equality, diversity and inclusion and environment responsibility
- Follow legal requirements and best practice in all aspects of Health & Safety, Safeguarding, and Data Protection



Person Specification

Essential Skills & Abilities

- Excellent written and verbal communication skills
- Strong IT skills, including proficiency in spreadsheets and CRM systems
- Passion for contemporary music
- Detail orientated
- Interest in digital trends and visuals, with an eye for visual content and design
- Ability to multi-task, prioritise and meet deadlines under pressure
- Self-motivated, resourceful, and strong team player
- Understanding of GDPR and data protection principles

Essential Experience

- Marketing experience in the arts/music sector
- Experience producing creative content
- Experience in social media management
- Familiarity with CRM databases
- Experience with CMS platforms (e.g. Drupal, Wordpress)
- Experience with digital email management tools (e.g. Wordfly)

Desirable

- Experience in the classical music sector
- Knowledge of Tessitura CRM
- Knowledge of Adobe Creative Suite software
- A visual eye, with experience producing digital content
- Familiarity with ticketing systems and event management software
- Experience operating professional audiovisual-capturing equipment and using video-creation software



Working at London Sinfonietta

We are a small, friendly and enthusiastic team based at Theatro Technis, in Camden (near Mornington Crescent and Kings Cross St Pancras stations). 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 LS concerts as well as receive discounts at Southbank Centre's on-site cafés and shops. We offer 25 days holiday per year (rising by 1 day per year after 5 years' service to a maximum of 30 days) plus bank holidays, along with an enhanced maternity and paternity leave provision.

Equity 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. Should you require any reasonable adjustments throughout the application process, please let us know.

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/e/M6UnUJAqwb> 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.

**“If I was the British Government, I’d declare
the London Sinfonietta a national treasure...”**
Steve Reich



Terms and Conditions

Line Manager: Head of Marketing

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: Part-time, three days per week (21 hours per week). Normal office 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 events during evenings and weekends as necessary. A time off in lieu policy applies for event working at weekends or bank holidays.

Office Address: Teatro Technis, 26 Crowndale Road, London, NW1 1TT
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 employees.

Salary: c. £26,000 - £28,000 per annum pro rata, according to experience

Pension: All employees are auto-enrolled into a contributory pension scheme (subject to eligibility and the conditions of the scheme). LS contribute an amount equal to 3% of salary, with the employee contributing 5% of salary

Annual Leave: 25 days for a full-time role (plus statutory bank holidays), pro-rata for part time employees.

Start date: As soon as possible

Probation Period: 6 months

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 – 8 weeks



How to apply

To apply for the position of Marketing Officer 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 by **12 noon, Wednesday 7 May**.

In addition, we would be grateful if you could complete the [Equality and Diversity Monitoring Form](#) with your application. Please note that the responses submitted are anonymous and for monitoring effectiveness of our recruitment processes only and will not be used by the interview panel for the purposes of selection.

Closing date for applications: 12 noon, Wednesday 7 May.

First round interviews will take place week commencing **12 May**.

If you would like an informal chat before applying, or for any queries about this role, please email

jonah.baldwin@londonsinfonietta.org.uk

