

June 2022



MARKETING OFFICER

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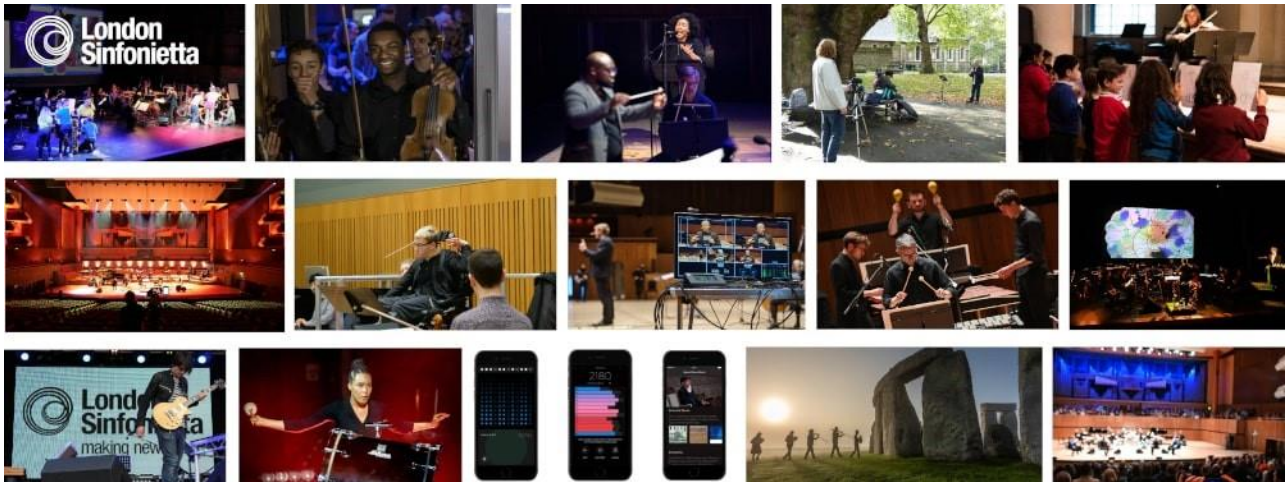
Reports to:	Marketing Manager
Contract type:	Permanent, full-time post (35 hours per week)
Salary:	£23,500 per annum
Working location:	Flexible working from home / office arrangements

About the London Sinfonietta

The London Sinfonietta is one of the world's leading contemporary music ensembles, with a mission to engage wider audiences in new music, support the growth of individuals and communities, and develop talent. The ensemble is Resident at Southbank Centre and Artistic Associate at Kings Place, with a busy touring schedule across the UK and abroad, and a growing digital presence. Across our history, we have worked with many of the greatest living creators of new music and the organisation receives regular national press attention for its ambitious programme of new pieces and projects. From musical messages to the government, to bicycle-powered pieces about climate change – we're not afraid to make a statement. We regularly collaborate with other musicians, artists and contemporary art forms that helps us reach a wider audience.

The London Sinfonietta consists of a group of Principal Players, supplemented by a larger group of Regular Extras and young talented musicians who join the group to form the on-stage Ensemble for each project. The organisation's management consists of the London Sinfonietta Council (the Board) of external volunteers led by the Chair Fiona Thompson, a staff team of 13 (a mix of full and part-time roles) and freelance support in delivering our events and concerts.

Why Work for the London Sinfonietta?



“The world’s top new-music ensemble” The Times, January 2018

- As a charity, our purpose is to advance and encourage public education in the performing arts; 100% of our income goes back into supporting and creating new music for the benefit of composers, audiences, communities, individuals and young people.
- With an enviable reputation for innovation and quality, we collaborate regularly with other genres and art forms, working with the most exciting musicians, composers and artists in contemporary music today
- We firmly believe in the power of the arts in positively influencing people’s lives, engaging with issues in society in the projects we curate and providing opportunities for those who are underrepresented in the arts
- We are a small and hands-on team, with staff at all levels able to influence the strategic direction and work of a world-renowned music organisation
- A commitment to continued professional development, with regular training and networking opportunities available
- 25 days annual leave a year plus bank holidays
- Opportunities for flexible working and time off in lieu
- Discounts for LS Staff members at Southbank Centre cafes and shop

We are a small, friendly and enthusiastic team based in Kings Place, Kings Cross. Staff mix regular home working with being in the office and at events; our concerts offer a regular social aspect to staff, and tickets are a perk of the job. As an organisation that exists to shape, reflect and respond to the society in which we live, we want our team to be representative of the communities where we work, encompassing a wide range of different backgrounds and experiences. Though some of our staff are musically trained or have backgrounds in the performing arts, this is by no means necessary for many of the roles in the organisation. We value and appreciate new ideas and perspectives that may help bring the exciting sound world of contemporary classical music to a wider audience.

Job Description

Summary

The Marketing Officer is a vital member of the London Sinfonietta team, working closely with the Marketing Manager and the wider team to drive ticket sales, deepen audience engagement with the London Sinfonietta brand and grow audiences for our performances. The role has responsibility for the delivery of marketing campaigns including creation of content and materials for our season of high-profile events at Southbank Centre, Kings Place and other venues across the UK, as well as promoting our programme of participation & learning, talent development and online digital projects which increasingly form part of the organisation's output for the public.

With a broad focus across campaigns, content, social media, design and digital marketing, this is a really varied and fast-paced role which will give a fantastic grounding in arts marketing for the right candidate. Training and support will be given in those areas of the role that may be unfamiliar, such as digital content creation and Tessitura database management.

If you have any queries or wish to have an informal discussion about the role before applying, please contact Phoebe Walsh, Marketing Manager (phoebe.walsh@londonsinfonietta.org.uk)

Key responsibilities

- Deliver marketing and communications activity for activity and events, including taking a lead on selected individual campaigns in consultation with the Marketing Manager
- Lead on developing and implementing the organisation's social media strategy across Twitter, Facebook, YouTube, Instagram and other platforms including the creation and delivery of digital marketing work (trailers, playlists, articles etc.) where appropriate
- Implement and deliver design projects (both print and online), undertaking own design work and/or liaising with external designers and printers as necessary
- Act as day-to-day contact for ticketing enquiries
- Create regular newsletters and communications to the LS mailing lists, with particular responsibility for management of London Sinfonietta's 16–25 Curious? Scheme, including communications, events, offers, and development of strategies for growing membership and profile of the scheme.

Marketing & Press

- Work with the Marketing Manager to conceive, plan and deliver marketing and audience development campaigns around dedicated events in our season.
- Ensure the timely creation and proofing of marketing materials in consultation with the Marketing Manager, including concert programmes, posters, flyers and E-mail communications and digital assets, working with external designers and printers as well as producing materials in-house.
- Ensure the timely distribution of all marketing materials through postal mailings, racking, network runs and exit-flyering; using distribution companies, mailing houses, venue and London Sinfonietta postal lists.
- As part of event marketing campaigns, book in and design print and online advertising.
- Ensure that marketing materials meet our artistic aims, maintain the London Sinfonietta brand and meet funders' crediting requirements.
- Ensure that all London Sinfonietta concerts are listed appropriately in UK press and other relevant publications.
- Oversee the organization's photography each season, working with photographers, creating briefs and arranging photo shoots with players and other artists.
- Collate all press activity relating to specific event campaigns and share with the wider team.

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- Maintain the press, programme, social media, print, photo and video archives.

Ticketing

- Be the point of contact for day-to-day ticketing arrangements for LS concerts, liaising with venue box offices to ensure that ticket discount, offers and allocations/holds are managed efficiently
- Monitor ticket sales on a regular basis and request box office reporting as required
- Manage guest and press ticket requests in advance of a concert, and staff the press and guest desk at concerts where required

Digital and website

- Maintain the London Sinfonietta website on a day-to-day basis and undertake the monthly web audit to ensure all areas are accurate and up to date, liaising with all members of the LS team where necessary.
- Develop and lead on our social media strategy and schedule, posting regularly across all platforms, and responding to interaction on social media and building engagement with our followers.
- Create and send e-newsletters for our audience in accordance with the Communications Plan and in consultation with the Marketing Manager, using our email client Wordfly
- Organize mailings or reciprocal digital promotion with external organisations such as Southbank Centre
- Use design software to create graphics and resize images
- Work with Concerts and Participation & Learning teams to create publicity materials for non-concert initiatives including digital learning resources where applicable
- Work closely with the Digital Productions Manager, creating 'teaser' marketing content and trailers, using in-house hardware and software as appropriate
- Assist the Digital Productions Manager in creating digital content including articles, playlists, Q&As and galleries to engage our digital audience as well as promote our future events.
- On occasion, assist the Digital Productions Manager on photo and video shoots or operating camera and/or audio equipment, for which training will be provided

Audience Development

- Be responsible for directly contacting target groups and individuals as necessary (such as student or fan groups) with ticket offers and other initiatives
- Undertake analysis on key trends and reporting at the direction of the Marketing Manager, including from our CRM software Tessitura
- Manage our Curious? 16-25 scheme, from booking and attending freshers fairs, to maintaining the mailing list, devising competitions or offers, deepening engagement and ensuring communications happen regularly and in a timely manner

Data Management

- Maintain the Tessitura CRM database (for which training will be given) by ensuring that email addresses, contact preferences and lists are kept up to date.
- Support the Marketing Manager and General Manager in ensuring that Data Protection and Electronic Communications legislation are adhered to. Stay abreast of developments with GDPR ensuring that customer data is kept securely
- Support the Marketing Manager in data entry and reporting where necessary

Other Duties

- Attend all concerts and events in London with specific responsibility for staffing the Front of House Press & Guest desk and managing the work of freelance photographers
- Stay on top of trends and best practice in marketing, through regular interaction with other organisations within the music industry and other sectors
- Attend staff meetings and contribute to on-going strategic and operational discussions

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- Deputise for the Marketing Manager where appropriate and necessary.
- Carry out other reasonable tasks or duties as appropriate to the level of the role, as requested by the Marketing Manager
- 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
- Demonstrate discretion and confidentiality across any work regarding sensitive or personal information; work to organisation guidelines and protocols regarding Data Protection
- Follow legal requirements and best practice in all aspects of Health & Safety, including covid-19 safety and safeguarding arrangements, taking reasonable care for yourselves and others and co-operating with management on all aspects of Health & Safety

Person Specification

ESSENTIAL

Relevant experience and knowledge - essential

- Experience of working in a comparable marketing role in the arts, cultural sector or a charity
- Good English language copywriting and proof-reading skills
- Strong IT skills, including experience of using a CMS and keeping a website updated
- Experience of using social media channels to engage audiences and promote events
- Familiarity with database and emailing list management

Key attributes - essential

- Excellent organisational skills with attention to detail and a high level of accuracy
- Self-motivated with the ability to deliver on time to agreed targets and deadlines
- Ability to work independently as well as within a team
- Ability to prioritise workloads whilst also working across a range of demands on a daily basis.
- Willingness to learn new skills and software where necessary (e.g Tessitura CRM, digital production equipment)
- Interested in the arts and open to finding out more about contemporary classical music.

DESIRABLE

- Experience of marketing music events and knowledge of classical music
- A good eye for design and experience of using design software such as InDesign
- Experience of using a CRM system such as Tessitura
- Experience of ticketing events and working with box office systems
- Interest in / knowledge of digital content production

Terms and Conditions

Line Manager: Marketing 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

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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 attendance at London Sinfonietta concerts at evenings and weekends as necessary. Time off in lieu is given for working on events at weekends and bank holidays.

Office Address: Kings Place, 90 York Way, London N1 9AG. Hybrid office and home working, anticipated in the immediate term to be 2-3 days in the office per week and the rest working from home, 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: £23,500 per annum

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: 6 weeks' notice in writing



Instant composition in a Schools' Concert



London Sinfonietta performing at the Glastonbury Festival

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HOW TO APPLY

Please visit <https://londonsinfonietta.org.uk/workforus> for further details, to download the Job description and application form.

To apply for this position, send a completed Application Form to recruitment@londonsinfonietta.org.uk

We welcome the inclusion of links to content or previous work that can support an application.

All applicants must also complete the online Equality and Diversity form which can be accessed via the link on the website.

For any queries or if you would like to have an informal chat about the role before applying, please contact Phoebe Walsh, Marketing Manager (phoebe.walsh@londonsinfonietta.org.uk)

The closing date for applications is midnight on **Monday 11 July 2022**

First round interviews likely to take place on **Monday 18th and Tuesday 19th July 2022**

Second round interviews – to be confirmed as required

Equality and Diversity

London Sinfonietta is committed to creating a diverse and inclusive environment in which everyone can thrive. All disabled applicants who meet the essential criteria for this role will be interviewed. As we will not use monitoring forms as part of the selection process, applicants must declare within their covering letter or application form that they are disabled and if they wish to be put forward for interview on this basis.

To assist us with our aim we ask you to complete an Equality and Diversity monitoring form with your application. Please access the Equality & Diversity 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 be used for statistical and analytical purposes to monitor the effectiveness of our recruitment processes 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 <http://www.londonsinfonietta.org.uk/about/work-for-us> to download our Applicant Privacy Notice which sets out, in line with GDPR, the types of data that we collect and hold on you and how the data is processed.