

MARKETING & BOX OFFICE ASSISTANT JOB DESCRIPTION

ABOUT LAKE DISTRICT MUSIC

Every year the finest musicians head to the serene Lake District for a summer festival and spring series like no other. From string quartets to jazz and baroque specialists to world music, there's an incredible selection to choose from with concerts, walks, talks, art and events for the whole family. But it's not just about listening to today's leading musicians, this is the place to get a first glimpse of the next big thing. We love the energy and passion young musicians bring to their art, and it's part of our DNA to support them as they start their careers.

For 40 years Lake District Music has nurtured over 1,600 aspiring young musicians through masterclasses, debut performances, advocacy and mentoring behind the scenes. In that time some of the most exciting young talents of their generation experienced the magic of the festival, including the likes of Nicola Benedetti, Jennifer Pike, Nikolai Znaider, Steven Osborne, the Heath Quartet, Guy Johnston and more.



THE ROLE

We are looking to recruit a creative and enthusiastic Marketing & Box Office Assistant as Lake District Music sets its sights on an ambitious new long-term strategy. This is a key role at the centre of LDM, working directly with the Executive Director and freelance Marketing Consultant.

The Marketing & Box Office Assistant will have two main areas of responsibility:

1. Supporting marketing campaigns for the summer festival and our year-round programme of events.
2. Ensuring the smooth running of our box office system and helping audience members book tickets.

This role will introduce you to many different areas of marketing and the skills that are needed to create successful marketing campaigns, from planning to content creation, to delivery and evaluation. This would be a perfect first or second role for someone who is interested in a career in marketing but isn't sure in what area they want to specialise.

SALARY: £25,000 - £27,000

HOURS: Up to full time

Occasional evening, weekend and bank holiday working may be required in addition to full attendance at the summer festival.

Please note that full time applications are preferred, but we are open to considering part time applications.

LOCATION: Kendal, with occasional travel around Cumbria during events, particularly the summer festival

REMOTE/HYBRID WORKING: While our preference is for the Marketing & Box Office Assistant to work from our physical office in Kendal, we are open to remote/hybrid working arrangements for outstanding candidates.

PENSION: We enrol all our PAYE employees in a NEST pension scheme with an employer contribution of 4%.

TRAINING: Investing in our staff is important to us, equipping you with important skills for your future. We set aside a budget each year to help all our staff hone their abilities or learn something new.

WORKING WITH: Executive Director, Marketing Consultant, Artistic Director, Production Coordinator, box office team, seasonal events team and volunteers

REPORTING TO: Marketing Consultant



YOUR KEY RESPONSIBILITIES

MARKETING (50%)

- Assist in implementing and evaluating effective, data-driven marketing strategies for all print and digital campaigns
- Assist in creating engaging content for all digital channels
- Updating content on the website (wordpress)
- Organise distribution and mailing of LDM's print marketing
- Coordinate volunteers to assist in publicity
- Play an active role in LDM's audience development strategy

BOX OFFICE (50%)

- Facilitating bookings and donations by audience members – by phone, post and online
- Setting up events on the ticketing system (Monad)
- Managing the box office teams at our concert venues (including in-person ticket purchasing, providing accurate customer lists and seating plans)
- Learning about and maximising the potential of our ticketing and customer relationship management system
- Generating accurate reports and monitoring ticket sales against targets

GENERAL

- As part of a small team we all have a shared role to play in the general administration of the organisation supporting our colleagues during busy periods and contributing to the wider objectives of the organisation

PERSON SPECIFICATION

The Marketing & Box Office Assistant is an entry-level role and is ideal for someone who is looking to kickstart their career in the arts sector. The LDM Marketing Team is fast-paced and exciting. You don't need to have experience of marketing or classical music to apply for this role, but we are looking for someone who is motivated, energetic, proactive and willing to learn.

We are looking for someone with:

- a passion for music and the arts and a desire to build a career in the sector
- an interest in social media and digital cultural trends (whether you use social media yourself or try to have an awareness of what is going on in the cultural world)
- Organised and reliable with excellent attention to detail
- Able to prioritise and handle multiple tasks within a fast-paced environment

- Excellent IT skills
- Approachable, welcoming, and able to energise a team of volunteers

The above serves as a guide and is not exhaustive; all staff are expected to undertake other duties and projects as may be reasonably required by the Executive Director. You will be working as part of a small, friendly team who all roll up their sleeves to get the job done. You may be asked to provide extra support during busy periods, working together in a mutually supportive way towards shared priorities. But this is a team, and that means we will also help you when you need it!

If multitasking is up your street and you love creating connections through communications, if you are well organised and can complete work to a high standard to deadlines in a busy environment, then we would be very pleased to receive an application from you.

HOW TO APPLY

If you can imagine yourself joining the Lake District Music team as our new Marketing & Box Office Assistant please send your CV and a covering letter outlining how you meet the requirements of the role to admin@ldsm.org.uk.

Please include details of two referees alongside your CV, and make sure to clearly label these files with your name.

We would also be grateful if you could submit an online equal opportunities & diversity monitoring form ([click here](#)).

DEADLINE TO APPLY: 15 February

FIRST INTERVIEWS: 18 – 20 February (by Zoom)

SECOND INTERVIEWS: 26 – 27 February (in Kendal)

SUBMIT APPLICATIONS TO: ADMIN@LDSM.ORG.UK

TERMS & CONDITIONS

- Ideally you will primarily be based at LDM's office in the centre of Kendal during typical 9am-5pm working hours. However, LDM are open to remote/hybrid working arrangements for the ideal candidate
- Occasional evening, weekend and bank holiday working may be required
- We expect some travel across Cumbria for required attendance at concerts, outreach projects, fundraising and other events (some of which may take place during the evenings and weekends as above)

- We will also require you to attend the full summer festival, the most important part of the year. As such, there is some provision for flexible working during less busy times in the calendar
- You will be entitled to 25 days annual leave plus Public Holidays
- Applicants must have the right to work in the United Kingdom and we may ask you for evidence before being formally offered the role. If you do not have the right to work in the UK we will not be able to consider you for this role. If you are uncertain about your eligibility to work in the UK, you are encouraged to contact the UK Borders agency. <http://www.ukba.homeoffice.gov.uk/visas-immigration/working/>
- We anticipate that there will be some degree of manual handling within the role, such as carrying boxes of publicity materials for example, and can provide training where necessary.

EQUALITY & DIVERSITY

Lake District Music is an equal opportunities employer, meaning we are committed to providing equality of opportunity in employment to all our staff and applicants. We value diversity in our organisation and welcome applications from everyone. We recognise and understand the importance of diversity and inclusion and want our organisation to be representative of the audiences, people and communities we serve.

SAFEGUARDING

We are committed to making sure all members of our team are suitable to work with children, young people and adults. All applicants who are offered employment will be subject to a criminal record check from the Disclosure & Barring Service (DBS) before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.

Any offer of employment will also be conditional upon receiving satisfactory references from at least 2 suitable referees.