

Marketing Manager (Part-Time) Job Description

Role

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| Position: | Marketing Manager (Part-Time) |
| Reports to: | Head of Sales and Marketing |
| Location: | 16 Clerkenwell Green, London EC1R 0QT, until Summer 2025, Rutherford Way, Wembley Park from Summer 2025 onwards, with the option to work 30% from home. |
| Contract: | 3 Days per week (or equivalent) |
| Salary: | £35,000 – £38,000 (pro rata) per annum, depending on experience |

Application and interview dates

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| Application deadline: | Tuesday 20 May 2025, 5pm |
| Interviews: | Tuesday 27 – Wednesday 28 May 2025 |
| Format of application: | Apply at https://hr.breathehr.com/v/marketing-manager-part-time-40757 with a CV and covering letter addressed to Louise Williams explaining your interest in the role. |
| Application information: | Please see our Guide for applicants and our website rpo.co.uk |

Purpose of the role

We are looking to recruit an enthusiastic, experienced and proactive part time Marketing Manager whose primary role will be to lead on the planning and delivery of marketing activity for the Royal Philharmonic Orchestra's (RPO) UK concerts outside London. This role is pivotal in engaging new audiences, managing stakeholder relationships with venue partners, and driving ticket sales for our national performances.

As part of the RPO Marketing Team, you will play a key role in building strong local connections, implementing bespoke marketing campaigns, and representing the Orchestra with regional promoters, venues, and media partners.

Role outline

Key Responsibilities

Marketing Strategy and Campaigns

- Plan and execute strategic marketing campaigns for own- and co-promotion concerts across the UK particularly at the RPO's residency venues.
- Develop and implement tailored marketing activity for each venue in collaboration with local promoters and partners.
- Coordinate digital, print, and PR activity to maximise reach and revenue.
- Collaborate with the RPO's Digital Marketing Manager to create and schedule online content.
- Contribute to other RPO marketing campaigns and initiatives as and when required.

Relationship and Stakeholder Management

- Build and maintain excellent working relationships with regional venue marketing teams, promoters, and local stakeholders.
- Act as the main point of contact for our four main residency venues outside London:
 - Northampton Royal and Derngate,
 - Hull City Hall,
 - The Hexagon in Reading
 - The Hawth in Crawley as well as our other partner venues.
- Represent the RPO at promotional opportunities, such as local events or tourism initiatives.
- Develop collaborative marketing plans with venues, ensuring consistency in branding and messaging.
- Collaborate with the RPO Community and Education team on work with local communities and school groups in our Residency areas.

Audience Engagement and Development

- Use audience data and insights to identify opportunities to grow and diversify audiences in areas where the RPO is performing.
- Work with the Marketing Manager (Groups and Memberships) to develop offers and incentives for group bookers and extend the RPO Club offer.
- Support the RPO's Inclusion and Diversity strategy by helping make concerts accessible and welcoming to all audiences.

Campaign Evaluation and Reporting

- Monitor and report on ticket sales, marketing ROI, and audience trends.
- Prepare regular reports for internal stakeholders on campaign performance and engagement.

Person specification

Essential attributes

- Proven experience in a marketing role within the performing arts, ideally orchestral or live music.
- Demonstrable success in stakeholder and relationship management.
- Strong written and verbal communication skills with an ability to adapt messaging for different audiences.
- Ability to manage multiple projects and deadlines with initiative and independence.
- Understanding of audience development and engagement.
- Willingness to travel within the UK and attend occasional evening or weekend concerts.

Desirable attributes

- Knowledge of email and CRM systems (eg Dotdigital and Spektrix).
- Experience working with venues and touring productions.
- A passion for orchestral music and the arts.

Terms of employment

- 25 days annual leave per annum (pro rata)
- 8 Bank holidays (pro rata)
- Entitlement to leave during the Company's annual (Christmas) shutdown
- Time off in lieu for work on weekends or Bank holidays
- Pension scheme with an employer contribution up to 6% salary
- Interest-free loan for a travel season ticket after 6 months