



Director of Marketing and Communications

Job description

ROLE

Position	Director of Marketing and Communications
Reports to	Managing Director
Salary	£60,000-£65,000 per annum, depending on experience
Location	Wembley Park, London, HA9 0BP and wherever the Orchestra performs in the UK
Contract	Permanent, Full Time
Working hours	Flexible with evening and weekend work

APPLICATION AND INTERVIEW DATES

Application deadline	Monday 11 May 2026 5pm
First Interviews	Friday 15 May 2026 (online)
Second Interviews	Friday 22 May 2026 (in person)
Format of application	Apply at Director of Marketing and Communications with a CV and covering letter addressed to Sarah Bardwell, Managing Director
Application information	Please see our Guide for applicants and our website www.rpo.co.uk

PURPOSE OF THE ROLE

As a member of the RPO Leadership Team the Director of Marketing and Communications will set the marketing and communication vision which aligns with the Business Plan and the mission, vision and values of the RPO. The Director will identify new opportunities for retaining existing audiences and engaging new ones including through devising and delivering targeted and measurable digital and offline campaigns. By keeping pace with marketing trends, innovations and creative opportunities, the Director will develop marketing activity which is fresh and appropriate for the RPO programmes of work and brand. The Director of Marketing and Communications will manage and develop the Marketing team and manage relationships with external marketing and PR agencies.

JOB DESCRIPTION

Strategy

- Develop and implement a cohesive, creative and responsive marketing strategy to achieve agreed targets and reach London, UK and international audiences
- Ensure that the RPO's brand, marketing and communications strategies are integrated and understood by the Board and organisation as a whole
- Gather data, monitor customer behaviour and activities and use evidence, including database interrogation, market research and external data to inform the strategy
- Continually review changes to the market, customer trends and the activities of competitors and adjust the strategy as necessary

- Manage relationships with key stakeholders particularly Members of the RPO to ensure buy-in to marketing communications strategy and initiatives
- Work closely with the Director of Development to align marketing and fundraising strategies, ensuring coherent communications that maximise both earned and contributed income

Brand

- Responsible for development and presentation of the overall brand and specific campaign brands, using influence to deliver compelling brand narratives
- Ensure a clear understanding of the brand and the way the various audiences engage with it and how it compares to competitors. Ensure it is consistently delivered across the organisation and with partners
- Identify, develop and support partnerships with collaborators with brand synergies and in-kind media partnerships
- Collaborate with the Director of Development to ensure brand messaging supports the RPO's fundraising objectives, including the development of compelling materials for sponsorship, donor stewardship and campaign activity

Digital

- Inspire, challenge, and manage the marketing team and others to create engaging and meaningful content that will raise awareness of RPO across multiple channels
- Lead the management and updates of the website
- Manage and refine the organisation's social media presence – keeping pace with changing trends and new platforms
- Develop and deliver the group's content marketing and search engine marketing using SEO and LLM strategies to engage target audiences
- Lead the team to manage all the CRM, website and related reporting systems

Press and Communications

- Review and lead the Press and PR strategy for the RPO. Negotiate contracts with relevant media agencies and agree targets
- Develop good relationships with PR agencies and journalists
- Develop the annual PR plan that ties into key dates across the year for all areas of the business
- Use editorial judgement to deliver messages, anticipating opportunities to promote the RPO and mitigating publicity and social media risks
- Managing potentially high profile and contentious issues

Targets and finance

- Lead and manage annual box office targets
- Review and as necessary streamline processes and procedures to achieve the highest possible levels of quality, efficiency and service
- Allocate, manage and report against the annual marketing budget, including specific agency and campaign costs
- Set income budgets and monitor progress against targets, working with the Finance Director
- Establish measurable KPIs and monitoring for the team, reporting on the effectiveness of specific marketing campaigns
- Ensure that the conditions of the Arts Council England NPO (and equivalent grants) relating to audience data, social media and media channels are fulfilled by the specified deadlines

Management

- Recruit, coach and mentor team members, encouraging continuous learning and development
- Manage performance – resolve problems as they occur
- As a member of the leadership team, contribute to the overall strategy and provide marketing and communications expertise

Other

- Such other duties as may reasonably be required by the Company

PERSON SPECIFICATION

Experience

- Successful track record and significant experience in arts promotion
- Good knowledge of the orchestral sector
- Demonstrable experience of ticket sales growth through creating and delivering successful and innovative marketing campaigns
- Providing positive customer experiences and developing loyalty
- Representing and advocating for organisations publicly
- Public relations and working with press and media

Skills and knowledge

- Leading and motivating a team to achieve clearly defined objectives
- Preparation and effective management of budgets
- Excellent verbal and written communication skills
- Good IT skills and knowledge – can produce and edit accurately word and excel documents
- Analytical – can use and apply data to inform decision making and planning
- Can develop and maintain strong relationships and rapport with a wide range of people
- Can motivate and support the team towards the achievement of goals, able to share and be inclusive with knowledge and skills
- A confident, leader with the ability to inspire others and to act as coach/mentor to team members and colleagues.

Aptitude

- Clear thinking, highly organised, and able to balance multiple priorities and deadlines
- Adaptability as Large Language Models/Artificial Intelligence/social media and other technologies change and develop
- Is naturally collaborative, a good listener and able to influence others
- Encourages and responds to constructive feedback.
- Can think and plan strategically – articulating plans clearly and ensuring that they are implemented
- Can think creatively, keen to find and try new approaches and opportunities
- Resilient

ADDITIONAL BENEFITS

- 25 days' annual leave per annum
- 8 Bank holidays
- Entitlement to leave during the Company's annual (Christmas) shut down (generally 3 days)
- Time off in lieu (TOIL) for work on weekends or Bank holidays
- Pension scheme with an employer contribution up to 6% salary
- Interest-free loan for an annual travel season ticket after 6 months