



## Digital Marketing Manager Job Description August 2025

The Royal Philharmonic Orchestra (RPO) enriches lives through orchestral experiences that are uncompromising in their excellence, wide-ranging in their appeal and inclusive in their delivery. Performing approximately 200 concerts each season and with a global live and online audience of more than 60 million people, the Orchestra acts as a cultural ambassador for the UK on the world stage, whilst enhancing the social and cultural fabric of local communities through a wide range of community, education, inclusion and wellbeing programmes.

As the Orchestra looks ahead to its 80th Anniversary in 2026, we are seeking to appoint a dynamic, highly motivated and experienced Digital Marketing Manager to lead the next phase of our digital transformation. A key focus of this role will be the successful delivery and launch of a new RPO website in early 2026, supporting the organisation's goals to grow audiences, maximise engagement, and strengthen brand visibility in the lead-up to this major milestone.

The following information will help prospective candidates when preparing their application. Please also refer to the [RPO Guide for Applicants](#), which contains guidance on acceptable use of AI in applications, and the RPO website [www.rpo.co.uk](http://www.rpo.co.uk).

### Role

<b>Position:</b>	Digital Marketing Manager
<b>Reports to:</b>	Head of Sales and Marketing
<b>Line manager for:</b>	Digital Content Creator
<b>Location:</b>	Rutherford Way, Wembley Park, with the option to work 2 days per week from home.
<b>Contract:</b>	Full time
<b>Salary:</b>	£37,000 – £40,000 per annum, depending on experience
<b>Working hours:</b>	9.30am – 5.30pm Monday to Friday, plus evenings and weekends on a regular basis

### Application and interview dates

<b>Application deadline:</b>	12 noon, Thursday 4 September
<b>Interviews:</b>	Wednesday 10 and Thursday 11 September. To be held at 16 Clerkenwell Green, EC1R 0QT
<b>Format of application:</b>	Apply at <a href="https://hr.breathehr.com/v/digital-marketing-manager-42493">https://hr.breathehr.com/v/digital-marketing-manager-42493</a> with a CV and covering letter addressed to Louise Williams, Head of Marketing explaining your interest in the role.
<b>Application information:</b>	Please see our <a href="#">Guide for Applicants</a> and <a href="#">our website</a> . Applicants must have the right to work in the UK

### Purpose of the role

The Digital Marketing Manager plays a strategic and hands-on role in shaping and delivering the Royal Philharmonic Orchestra's (RPO) digital marketing strategy in line with its wider business plan. With a particular focus on digital advertising, data analytics, and the implementation of the RPO's new website, this role is central to growing audiences, maximising ticket sales, and driving brand awareness across all digital platforms.

The Digital Marketing Manager oversees the RPO's online presence, including its main website, paid and organic social media, and email communications. They lead on the planning, execution and optimisation of all digital campaigns and audience data strategy, as well as supporting the RPO's wider performance, recording and community and education projects.

The Digital Marketing Manager manages the Digital Content Creator and works closely with the wider Business Development Department, and enjoys a high level of interaction across all RPO departments as well as with the Orchestra's musicians, guest artists, promoters and venues.

## Role outline

### Key Responsibilities

#### Digital Marketing and Advertising:

- Lead on the planning, set-up, management and optimisation of paid digital campaigns, with particular focus on Meta Ads (Facebook/Instagram) and Google Ads (Search, Display and YouTube).
- Develop and implement strategies to grow and engage audiences across all paid and organic digital channels to support concert sales and brand objectives.
- Collaborate with the Head of Sales and Marketing to develop and implement the RPO's overall digital marketing strategy, aligned to audience development and income goals.
- Lead on the planning and production of creative digital assets (static, video, copy), in collaboration with the Digital Content Creator and Box Office and Marketing Assistants.
- Keep up to date with current best practices and trends across digital advertising, social media platforms, accessibility and emerging technologies.

#### Website Management and Development

- Project manage the delivery of the RPO's new website, including stakeholder consultation, UX/UI considerations, integration with third-party platforms (e.g. ticketing and CRM), and agency liaison.
- Oversee ongoing website management using the CMS, ensuring content is accurate, current, accessible, SEO-optimised, and aligned with organisational priorities, in collaboration with the Digital Content Creator and Marketing Assistants.
- Ensure the website is secure, regularly maintained, and fully functional across all devices.
- Manage the relationship with the RPO's web developers and external agencies.

#### Analytics, Reporting and Evaluation

- Use Google Analytics 4 (GA4), social insights, data from Spektrix (the RPO's CRM system), and other analytics tools to monitor campaign performance, track user behaviour, evaluate campaign success, and deliver actionable insights to inform decision-making.
- Prepare regular digital performance reports (sales attribution, engagement, ROI) to inform marketing strategy and budget allocation.
- Work with colleagues across the organisation to ensure regular data collection and maintain clean, accurate audience data on Spektrix, which can be utilised in targeted communications and improved segmentation.
- Work with the Spektrix support team to maximise the value of the system for the RPO.

#### Email Marketing and CRM

- Lead on the strategy, design and scheduling of the RPO's email marketing campaigns using our CRM system (Spektrix / DotDigital) to maximise CTRs, customer conversions and audience retention.
- Work with the Development Team to increase donations through digital channels.

#### Content and Social Media

- Ensure that the Digital Content Creator is managing the content calendar and execution of organic social media across all platforms (Facebook, Instagram, YouTube, TikTok, X, Bluesky, Snapchat and LinkedIn).
- Ensure all digital content adheres to the RPO's branding, accessibility and inclusion policies.

#### **Leadership and Collaboration**

- Line manage the Digital Content Creator
- Keep up to date with latest digital marketing trends and opportunities and present business cases and workflow integration plans for future innovations.
- Train and support colleagues as needed in CMS use, email tools, social media scheduling and SEO fundamentals.
- Provide digital marketing insight and support across all RPO departments, including Development, Community & Education, and Artistic Planning.

#### **Other Duties:**

- Assist with proofreading marketing material as required
- Assist other members of the Marketing Team as and when required

### **Person specification**

#### **Essential attributes:**

- Prior professional experience in digital marketing within the creative, live performance or cultural sectors.
- Demonstrable, practical experience of running and optimising Meta and Google Ads campaigns, including budget management and reporting
- Strong understanding of digital analytics tools, especially Airtable, Google Analytics 4, Meta Business Suite, and ad performance dashboards.
- Experience of website management, CMS platforms and digital development projects.
- Proficiency in email marketing and CRM systems, including data management and segmentation and automation.
- Excellent written and verbal communication skills, with an ability to converse with a wide range of stakeholders.
- Strong project management skills and experience leading cross-departmental or digital transformation projects (e.g. a new website launch).
- Ability to problem-solve under pressure and to quickly identify solutions
- Excellent organisational and multitasking skills, attention to detail, and a proactive approach.
- Knowledge of up-to-date SEO and SEM techniques
- Experience of working with web development, SEO and digital marketing agencies
- A creative flair and understanding of design requirements for digital campaigns.
- Experience working with or integrating CRM/ticketing systems (e.g. Spektrix) into digital marketing activity.

#### **Desirable attributes:**

- Qualifications in Digital Marketing, Google Ads, or related areas (e.g. CIM, Google Digital Garage). A passion for orchestral music.

#### **Other Requirements**

- Willingness to attend concerts, as per the Marketing Team rota and assist with front of house marketing and customer care related activities.
- Right to work in the UK

### **Terms of employment**

- 25 days annual leave per annum
- 8 Bank holidays
- Entitlement to leave during the Company's annual (Christmas) shutdown (generally 3 days)
- 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
- Probation period of six months