

opera  
north

Email Specialist  
(Maternity Cover)



# Opera North's purpose is to create extraordinary experiences every day, using music and opera to entertain, engage, challenge and inspire.

## Our people

Working at Opera North you will be part of a company and group of people committed to fulfilling this purpose. Whatever role you take we will provide you with an induction plan that introduces you to your job and the team you'll be working in, as well as giving you the opportunity to meet colleagues across the company. Our success in delivering against our purpose will be built on the commitment, skills, diversity and well-being of the people who work at Opera North, and we will invest in training to develop our people both professionally and personally, because we believe this strengthens not only our company, but also the wider creative sector.



**Our communities and  
audiences are part of us  
and we are part of them.**



# Our award-winning work tours to theatre stages and concert halls throughout the North and beyond.



## Who we are

Based in Leeds, rooted in the North of England and international in outlook, our award-winning work tours to theatre stages and concert halls throughout the North and beyond, including to London and major international festivals. Alongside touring opera, in Leeds we curate an eclectic artistic programme of gigs, concerts, spoken word and film in the Howard Assembly Room. We aim to make work that is bold, innovative and ambitious, always looking for new ways to share and create with audiences.

## Music for everyone

Opera North believes opera and music is for everyone, and champions diversity in artists, repertoire and audiences. Through our Learning & Engagement team, the Company connects with communities and inspires each generation, aiming to enhance the health and well being of people in the cities, towns and villages where we work through arts participation and performance.

## A new home

In 2021 we moved into our new home, the Howard Opera Centre. It is a world class rehearsal facility for our orchestra, chorus and all the artists we work with, sharing the same building as our new education studio where everyone is welcome to learn about and make music. We have also created a modern flexible working environment for our staff and given our venue, the Howard Assembly Room, a new lease of life with a dedicated entrance and public spaces, together with restaurant and bar in the heart of Leeds.

## Leeds as a capital of culture

Leeds is the only city in England outside of London to have a resident full time opera company, ballet and repertoire theatre as part of a diverse, collaborative and thriving cultural scene. That rich offer has been complemented by a growing tech sector. Surrounded by the stunning Yorkshire countryside including the Dales, Moors and North Sea coastline, Leeds is a fantastic place to live and work.

## Purpose of the role

The Email Marketing Specialist plans and executes the email marketing strategies that align with the business goals including income generation, customer retention and development. The role is focused on developing the existing customer database as part of the wider work of the CRM Marketing Team.

## Reports to

Marketing Lead (CRM)

## Key accountabilities

- Design, build and deliver email campaigns from end to end, writing and proofreading fluent and compelling copy for emails.
- Define and manage the email marketing schedule in collaboration with the Marketing Lead (CRM) and use shared planning tools to ensure emails are timely and integrated with all other campaign activity.
- Target emails at different audience segments/groups and adapt the copy, tone of voice and content according to the brand or products you are promoting, applying insights and learnings from strategic A/B tests and creating automated email programmes for specific customer segments and goals including welcome, pre- and post-show emails.
- Collaborate with the Website & SEO Specialist on optimising landing pages to ensure the maximum success of emails.
- Analyse and report on campaign performance including open rates, click-through rates, conversion rates and ROI and use these to continuously improve performance.
- Act as the primary contact for email marketing including liaison with Spektrix/ DotDigital, liaise with tour venues to provide email marketing insight, copy and templates to support tour campaigns, and work in collaboration with teams across the organisation to deliver email campaigns that generate secondary revenue.
- Support the work of the wider Audiences as required including assisting with customer events and direct mail campaigns and occasional email campaigns to acquire new customers.



- Stay up-to-date with email marketing and CRM trends, create and update processes and guidelines to ensure efficiency and a centralised knowledge base for the Audiences team.
- Attend performances – whether rehearsals or shows – to ensure a good understanding of the work of the company to inform the efficacy of campaigns.
- Some weekend or evening work as required.
- Perform related duties or projects as assigned.

## Job requirements

### Qualifications

- Degree level or equivalent

### Experience / skills required

- Demonstrable experience of working as a marketing assistant or officer, delivering marketing campaigns across multiple channels to increase revenue.
- Experience of ticketing / CRM systems and email marketing.
- Excellent communication skills.
- Keen attention to detail.
- Excellent IT/Microsoft skills, including Excel.





## Terms and conditions

**Contract type:** Part-time, fixed-term position for 9 months to cover a period of maternity leave, with the possibility of extension.

**Salary:** £22,848.80 for 4 days a week, per annum (£28,561, pro rata).

**Hours of work:** 28 hours per week. Flexible and hybrid with a minimum of 2 days a week in the office.

**Holiday entitlement:** 28 days inclusive of 8 statutory holidays, per annum (33 days, pro rata)

**Pension:** Opera North will automatically enrol you into the company pension scheme upon appointment and after 3 months' service will contribute equivalent to 5.5% of your basic pay, should you meet the current legislative criteria. You will be required to make a personal contribution of 2.5% of your basic pay. We reserve the right to make future changes to our pension arrangements.

### Equity, diversity and inclusion

We promote equity, diversity and inclusion in our workplace and make recruitment decisions by matching our needs with the skills and experience of the candidate. As we work to address underrepresentation in our workforce, we are particularly keen to hear from applicants from the global majority or those with other protected characteristics.

The successful candidate must have the right to work in the UK or be ready to obtain it.

### General responsibilities of everyone who works for us:

- Represent the company values and purpose to create extraordinary experiences everyday
- Work collaboratively and co-operatively with all team members and take an active part in team meetings and discussions
- Be an ambassador for Opera North and follow our policies and procedures
- Play your part in ensuring that everyone who comes through our door is welcomed and treated with respect

### How to apply

To apply for this role, please send a CV and covering letter via the Hireful website.

If you need any help completing your application including any adjustments to the application process, and if you are applying under the Disability Confident Committed scheme please contact [appointments@operanorth.co.uk](mailto:appointments@operanorth.co.uk) to make us aware.

**Good luck with your application and we look forward to hearing from you.**



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