

Summary

The Marketing Manager for the London Sinfonietta is an exciting opportunity with huge scope for someone who wants to make a big impact with one of the world's leading contemporary music organisations, helping to raise its profile and develop new audiences.

The Marketing Manager oversees all of the London Sinfonietta's Marketing and Communications activity, and is responsible for the organisation's brand and tone of voice. The Marketing Manager shapes and contributes to the organisation's audience development, data and digital strategies including maintaining the website, email communications, Tessitura, and other databases. The role is responsible for managing the marketing budget and line managing the Marketing Officer and liaising with our Press Consultant.

About the London Sinfonietta

The London Sinfonietta is one of the world's leading contemporary music ensembles. Formed in 1968, our commitment to making new music has seen us commission 400 works and premiere hundreds more. Our ethos is to commission and perform music from the best composers living today, performed by world-class musicians. We are a bold and innovative organisation that seeks to engage and inspire a world-wide audience by curating ambitious and risk-taking concert formats and projects. From musical messages to the government, to operas about climate change – we're not afraid to make a statement. We regularly collaborate with other musicians, artists and contemporary art forms which helps us reach a wider audience. The organisation is committed to involving the public in its work – it is renowned for its education & community programme, which has evolved over the past 35 years.

Resident at Southbank Centre and Artistic Associate at Kings Place, with a busy touring schedule across the UK and abroad, our core eighteen Principal Players represent some of the best musicians in the world. Across our history, we have worked with many of the greatest living creators and interpreters of new music. The ensemble has just completed its 50th anniversary season, and celebrated its past relationship with composers of the post-war period including Stockhausen, Ligeti, Henze, Berio, Xenakis and Gorecki. Today the range of artistic collaborators includes composers Sir George Benjamin, Sir Harrison Birtwistle, Tansy Davies, Beat Furrer, Olga Neuwirth, Kaija Saariaho, Enno Poppe, Steve Reich and Michel van de Aa, and cross-disciplinary artists such as Mica Levi, Matthew Herbert, Mira Calix, Christian Marclay and many more. We hold strong working relationships with conductors such as David Atherton, Vladimir Jurowski, Peter Rundel, Geoffrey Paterson, Susanna Malkki and Joanna Carneiro.

The next phase of the organisation's work includes on-going associations with UK organisations such as the Royal Opera and Ballet, Huddersfield Contemporary Music Festival, Music Theatre Wales, the Central St Martins School of Art and the Royal Academy of Music. The London Sinfonietta is an Arts Council England National Portfolio Organisation from 2018-2022. The organisation receives regular national press attention for its work, not least because of its ambitious programme of new pieces and projects.

"The world's top new-music ensemble" The Times, January 2018

"The London Sinfonietta doesn't do nostalgia" New York Times, January 2018

"As gripping avant-garde orchestral theatre, it has never been surpassed" ***** The Times, for Stockhausen's *Trans*, December 2017

"The orchestra maintained an astonishing intensity of communication. An enthralling performance"

***** The Guardian for Haas' *in vain*, April 2016

Job Description

Works with the Chief Executive & Artistic Director and General Manager to ensure that the organisation's external marketing, communications and messaging delivers maximum effect through ticket sales, audience development and profile.

Strategy for Audience Development: The Marketing Manager leads creating and implementing the audience development strategy for the London Sinfonietta, and the relation of this plan to the Development Strategy and ultimately the London Sinfonietta's 2018-22 Business Plan.

Marketing & Press: The Marketing Manager leads on devising and implementing marketing, communications and press campaigns working with internal and external colleagues and partners.

Relationships: The Marketing Manager leads on building and managing relationships with external organisations including Southbank Centre and Kings Place, partner orchestras and artists and UK and International venues.

Digital Projects: The Marketing Manager supports the London Sinfonietta's Digital and Community strategies taking a leading role in developing ideas and initiatives and managing operations and activity.

Management: The Marketing Manager is responsible for managing the Marketing Team, which consists line-managing the Marketing Officer and working closely with the Press Consultant. The post is responsible for the overall administrative performance of the team as well as the budget allocation and spend.

The Marketing Manager reports to the General Manager with regular tasks directed by the Chief Executive & Artistic Director. The post holder is a part of the Senior Management Team responsible for supporting wider strategic issues and works closely with the Development Officer and Concerts & Projects Manager.

Key Responsibilities

Strategy for Audience Development

- Lead on all areas of the organisation's Business, Operational and Strategic Plans that relate to marketing, audience development, press relations, branding, and box office.
- Work with the General Manager to shape and implement the Audience Development Strategy each season through carefully planned and innovative projects that engage directly with existing and new audiences. With the advent of GDPR, this now includes creating and implementing strategies for generating a larger data set that has chosen to opt in to hear both marketing and fundraising messages directly from the London Sinfonietta
- Take a leading role in implementing organisational marketing strategies, with a focus on the LS Community (which joins the audience development and fundraising planning together).
- Take responsibility for the organisation's external facing messages, leading on creation of season concepts and working with the Chief Executive & Artistic Director and General Manager to maintain and develop the London Sinfonietta brand.
- Work with the General Manager to manage the collaboration with Southbank Centre through their Tessitura Consortium, and Kings Place – the other principal holder of audience data for the ensemble.
- Lead the use of Audience Finder and meet the requirements of our NPO funding from Arts Council England.
- Undertake audience research and analysis programmes and report regularly on findings, trends and conclusions to the Chief Executive & Artistic Director and the London Sinfonietta Council.

Marketing & Press

- Lead on devising and implementing marketing and communications campaigns for the annual season and individual projects, delegating to the Marketing Officer where appropriate, with responsibility for crafting overarching messages.
- Devise and implement the annual communications planning for the organisation governing both marketing and fundraising activity, in consultation with the Development Officer.
- Ensure that all external public communications from all areas of the organisation are undertaken effectively and in line with brand guidelines and communication policies, proofing work from other teams where necessary.
- Have editorial responsibility for all publicly distributed copy, both digital and print, delegating to the Marketing Officer where appropriate.
- To work alongside our external PR consultant to devise and deliver PR campaigns throughout the season (as agreed with the Chief Executive & Artistic Director).

Relationships

- Maintain and develop working relationships with marketing teams at Southbank Centre and Kings Place (including all other resident artists), collaborating on all aspects of marketing, press and audience development.
- Build positive working relationships with other venues, promoters and festivals which engage the organisation, leading on Data Sharing agreements, Box Office negotiations and the in-venue marketing presence and reciprocal marketing.
- Develop fruitful working relationships with collaborators including artists, charities, educational institutions and commercial companies.
- Work alongside the Chief Executive & Artistic Director and Development Officer in cultivating corporate partners, supplying audience analysis and advice on branding.
- Take a leading role in the development and implementation of the organisation's Digital Strategy and Action Plan.
- Be responsible for the London Sinfonietta's website in partnership with external developers, and oversee the contributions and updates from all areas of the organisation.
- Lead on the organisation's digital marketing practices, seeking out areas for improvement where appropriate.
- Work with the Chief Executive and Artistic Director and Marketing Officer to commission and develop digital content.
- Oversee the operational effectiveness of the Marketing Officer and Digital and Administration Assistant in the creation of digital work.

Management

- Ensure that high standards, creativity and effectiveness are at the core of all marketing and communications activity.
- Line-manage the Marketing Officer and ensure that appropriate systems and processes are in place for all marketing and communications activity.
- Work with the General Manager to ensure that all marketing and communications activity is compliant with appropriate legislation governing data protection & privacy and digital and electronic communications.
- Lead on the management of the company's Customer Relationship Management software, Tessitura, on behalf of the whole organisation supporting and guiding other teams where appropriate.
- Work with the General Manager and Head of Finance to devise and manage the annual marketing budget and income targets, lead on setting ticket prices for all events.
- Report regularly both verbally and in writing to the Chief Executive & Artistic Director and London Sinfonietta Council on strategic and performance matters.

Other Duties

- Line management of the Marketing Officer includes a responsibility for performance, managed through regular 1:1 meetings and periodic performance reviews.
- Attend all London Sinfonietta concerts and events in London acting with responsibility for Front of House activity in consultation with partner venues, and meeting press and guests where appropriate.
- As a member of the Senior Management Team contribute regularly to wider organisational discussions and strategic plans liaising with the General Manager, Head of Finance, Projects Manager and Concerts & Projects Manager.
- Contribute to regular strategic developments including Business Plan development and Arts Council England major bids.
- Deputise for the Chief Executive & Artistic Director and General Manager where requested.

Person Profile

This role would be suitable for someone with at least 3-years experience of marketing within the arts with strong leadership skills. An innovative approach to crafting communications messages and a strong understanding of digital marketing practices is essential. An appreciation of music, and contemporary classical music, would be an advantage.

The post-holder will need to demonstrate a high level of efficiency and drive in response to challenging targets and the energy of a small and busy team.

Key skills, attributes and experience

Essential

To be tested at:

Application Interview

Relevant experience and knowledge

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|---|-------------------------------------|-------------------------------------|
| • 3 + years of marketing experience in the cultural sector. | <input checked="" type="checkbox"/> | |
| • Experience of all aspects of arts marketing including design and print production, print distribution, advertising, social media advertising, email marketing and reciprocal promotion. | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| • Experience of effective PR and communication skills. | <input checked="" type="checkbox"/> | |
| • Experience of using Tessitura or another similar CRM system | | |
| • Experience of managing and maintaining a website using a CMS, and of dealing with web agencies. | | |
| • Demonstrable knowledge of digital marketing trends, with experience of using Google ad words, display re-marketing and other digital techniques. | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| • Experience of using social media channels (e.g. facebook, twitter) to engage audiences, promote events and build brand awareness. | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| • Direct experience of, or a demonstrable interest in, strategies for developing new audiences. | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |

Marketing strategy and planning

- Strategic, imaginative and lateral thinking in shaping marketing campaigns.
- Demonstrable ability to plan marketing and PR campaigns.

Work and project planning

- Demonstrable ability to deliver on time to agreed targets.
- Demonstrable ability to manage and prioritise a diverse, busy and shifting workload.
- Proven experience of budget management.
- The ability to work in an organised and methodical way.

Communication and office skills

- A creative, self-motivated person who works well independently and as part of a small team.
- Excellent verbal and written communication skills.
- Experience of successfully managing other people.
- Strong IT skills, including if possible Adobe Creative Suite, InDesign, Final Cut Pro X in addition to Microsoft Office.
- Meticulous attention to detail.
- Familiarity with database and mailing list management.
- A strong interest in the arts and a willingness to find out more about contemporary classical music.

Desirable

To be tested at:

Application Interview

- Educated to degree level.
- Experience of marketing music events.
- Experience of developing marketing and audience development strategies.
- Experience of working at manager level.

Terms and Conditions

Line Manager: General Manager

Contract: Permanent

Working Hours: Full time position. Normal office hours are 10am to 6pm. In practice, the demands of the job will sometimes require working outside these hours, including attendance at all London Sinfonietta concerts and occasional weekends as necessary.

Office Address: Kings Place, 90 York Way, London N1 9AG

Salary: By negotiation according to experience. Within the range of £27,000-£31,000

Pension: The organisation contributes 3% of salary to a Stakeholder Pension.

Annual Leave: 25 days (plus statutory holidays) on an accrual basis.

Start date: As soon as possible (depending on applicant's current notice period)

Notice period: 12 weeks' notice in writing