



Royal Philharmonic Orchestra

Audience Development Manager – Principal Regional Residencies

Information for Candidates

The Royal Philharmonic Orchestra's (RPO) Marketing Department is responsible for marketing a diverse programme of concerts not only in London but in many regions across the UK. The RPO is privileged to serve seven key regional venues (Principal Regional Residencies) hosting a series of concerts in addition to reaching out to their respective communities through Resound, the RPO's Education and Community Department.

BACKGROUND

Founded in 1946 by Sir Thomas Beecham, the Royal Philharmonic Orchestra (RPO) has enjoyed over seventy years of success worldwide, giving first-class performances of a wide range of musical repertoire with artists of the highest calibre.

The RPO's principal regional residencies programme sits at the heart of the Orchestra's annual schedule, amounting to c.30 concerts per year, and reflects the Orchestra's commitment to widening access for audiences to experience orchestral music. In addition, the RPO has a number of long-standing partnerships with UK promoters, and enjoys demand for its performances across the world. The RPO has a proud recording legacy and continues to add to this with recordings for the world's leading record labels, film soundtracks and scores for video games.

Administratively, the Orchestra has a staff of around 30 working across concerts (artistic planning and logistics), marketing, business development, community and education, finance and administration.

For further information about the Orchestra please visit our website: www.rpo.co.uk

RPO MARKETING DEPARTMENT

The RPO's Marketing Department is led by the Director of Press and Marketing. The Department's aim is to maximise the Orchestra's profile and reach, to ensure ticket sales and interest in the Orchestra is continually developed through digital and traditional marketing channels. The busy team has a high level of interaction on a daily basis with colleagues in all RPO departments and with audience members, venues, promoters and visiting artists.

ROLE

Position:	Audience Development Manager – Principal Regional Residencies
Reports to:	Director of Press and Marketing
Location:	16 Clerkenwell Green, London EC1R 0QT
Contract:	Full time, Permanent
Salary:	£27K-£30k according to experience
Working hours:	9:30am – 5:30pm Monday-Friday with an hour break for lunch plus evenings when necessary
Probationary period:	6 months

PURPOSE OF THE ROLE

In this new role, the RPO is seeking an individual with a minimum of three years' experience working in arts marketing, who is self-motivated with a proven track record for devising audience development plans which build audience attendance and deepen audience engagement.

Reporting to the Director of Press and Marketing, the Audience Development Manager – Principal Regional Residencies will be responsible for refreshing, negotiating and delivering multi-year audience development plans in partnership with each Principal Regional Residency, self-generating increased audience interest both online and offline, and ensuring that all Residency and Partnership regional venues are sufficiently resourced and serviced with the aim of increasing box office income and audience engagement.

JOB OUTLINE

- Responsible for devising all marketing and audience development campaigns for the RPO's Principal Regional Residencies and regular Orchestra Partnerships. (Principal Regional Residencies include: Northampton Royal & Derngate, Reading Hexagon, Crawley The Hawth, Hull City Hall, Scunthorpe The Baths Hall, Lowestoft Marina Theatre and Cambridge Corn Exchange), in addition to c. 15 Orchestra Partnerships
- To work with these regional venues to build a comprehensive marketing/communication and audience development campaign
- To act as the primary marketing contact for Principal Regional Residencies and Orchestra Partnerships
- To implement and devise an audience development strategy for each Principal Regional Residency to include:
 - Reviewing ticket pricing and discounting in each venue to maximise income and attendance at RPO performances
 - Developing and seeking new strategies to help enhance the 'customer experience', aiming to deepen and stimulate an audience member's connection with the RPO, its repertoire and musicians
 - Liaising with RPO Resound (Community and Education) to maximise opportunities for building audience attendance from project participants and related parties
 - Establishing and building relationships with local businesses and communities
 - Maximising school, HEI, and group booking attendance
 - Data acquisition and analysis, in accordance with the RPO's data protection policy
- To maintain, monitor and update Audience Data to meet Arts Council England (ACE) Audience Finder requirements
- To produce print material, preparing briefs, writing copy, designing, proof reading and liaising with designers/printers, in accordance with RPO and venue brand guidelines.
- To arrange and maximise regional print distribution
- To provide material for online marketing including e-bulletins, briefs, digital display campaigns, web copy, audio clips and video content
 - To inform and work closely with the Digital Marketing Manager to ensure the RPO's social media channels have sufficient regional representation
 - To implement and maximise the new company-wide communication strategy
- To issue regular audience feedback surveys and to disseminate results companywide
- To write press releases, for review by the Director of Press and Marketing, working with local publications to arrange editorial and competitions, and, where appropriate, to book press adverts
- To arrange regional complimentary tickets with venue box offices for artists and guests
- To attend concerts as a representative of the RPO and, where necessary, to sell RPO merchandise

- To monitor weekly regional sales figures against box office forecast from all venues and produce a fortnightly sales report to be distributed to the RPO Management Team
- To support the Director of Press and Marketing for any other areas of work required

PERSON SPECIFICATION

Essential

- At least three years' arts marketing experience, to include the promotion of live events
- Proven audience development planning experience leading to growth in audience attendance and engagement
- Proven experience of working in partnership with multiple stakeholders
- The ability to liaise and negotiate with customers and venues
- Extensive experience of writing creative content relating to arts events
- Willingness to travel around the UK to regional venues and to work at weekends and evenings
- A flair for creative design and familiarity with Adobe design programmes
- Ability to multi-task and meet multiple deadlines
- Excellent written and communication skills with attention to detail
- A personable team player with a 'can-do' attitude.
- Educated to degree level

Desirable

- Knowledge of and enthusiasm for orchestral music and live performances
- Experience of using CRM systems
- Aptitude for social media networking

ADDITIONAL BENEFITS

- 20 days annual leave per annum, increasing to 25 days after 2 years of employment
- Bank holidays and entitlement to leave during the Company's annual (Christmas) shut down. When such dates coincide with a working day for the Orchestra which requires the Audience Development Manager presence, Time off in Lieu may be taken, by agreement with the Director of Press and Marketing
- The post holder will be auto-enrolled in the RPO's defined contribution pension scheme after a 3 month deferral period. Under existing legislation, there is an entitlement to opt out of the scheme. The RPO matches employee's contributions up to a maximum of 6% of salary
- Interest-free loan for an annual travel season ticket after the 6 month probationary period has been successfully completed
- Child Care Voucher scheme

APPLICATION PROCESS

The RPO is committed to equal opportunities and diversity in its workforce and welcomes applications from all sections of the community.

Please email your letter of application and CV to: recruitment@rpo.co.uk

All applications should be addressed to Chris Evans, Director of Press and Marketing. Please ensure that you attach your CV and covering letter as two separate documents, and in the email subject line enter "RPO Audience Development Manager – Principal Regional Residencies".

CVs should include:

- Contact details, including email, and day and evening telephone/mobile numbers
- Details of education and qualifications, including professional qualifications where relevant
- Details of your employment history, including relevant roles and experience
- Relevant skills, achievements and training
- Confirmation of your notice period
- Names and contact details for two referees, including your existing or last employer. Please also state the capacity in which each referee is known to you, along with an indication of when in the application process you would be happy for us to contact them. Please note, that we will not contact your referees without your express permission
- An indication of current salary

Your cover letter should summarise your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification.

The closing date for applications is **17.00 on Monday 26th March 2018**. Interviews will be held in the **week of 3rd April 2017**. We regret that we cannot acknowledge all applications. Only applicants required for interview will be notified.

The details contained in a candidate's application will, at all times, remain confidential and will be held in a secure place. Details provided to the Orchestra will be used to assess your suitability for the post applied for and will only be released to relevant personnel for that purpose. If your application results in successful recruitment to the post applied for, then those details will form the basis of your employee personnel file.