



Royal Philharmonic Orchestra

Digital Marketing Manager Information for Candidates

The Royal Philharmonic Orchestra (RPO) is one of the world's leading symphony orchestras with a reputation for excellence. We are seeking a highly motivated and experienced Digital Marketing Manager to become a key member of the Orchestra's Marketing Department. The ideal candidate will have proven experience working within the arts, specifically within digital and with a good knowledge and understanding of the needs and requirements of the live performance sector as the RPO progresses forward, implementing a new digital strategy.

This pack will provide prospective candidates with the necessary information in order to make an application for this position.

BACKGROUND

The Royal Philharmonic Orchestra's (RPO) mission is to enrich lives through orchestral experiences that are uncompromising in their excellence and inclusive in their appeal.

We seek to recruit committed and resourceful individuals, from diverse backgrounds, who will contribute to achieving our vision, placing orchestral music at the heart of contemporary society and engaging audiences, participants, supporters and partners at local, national and international levels.

Collaborating with renowned conductors such as Pinchas Zukerman, Lionel Bringuier, Krzysztof Urbanski, Rafael Payare, Marin Alsop, Vasily Petrenko and Alexander Shelley, the RPO performs around 180 concerts a year to an audience of approximately 300,000 people across the UK and abroad.

The Orchestra is entering a period of investment, developing new projects and creative partnerships, which will extend its impact. Our new strategy, underpinned by a four-year business plan, is bold, but realistic for an organisation with a track record of resilience and stretching boundaries. Versatility and a broad reach are integral to the Royal Philharmonic Orchestra, on the concert platform and through our award-winning community and education programme RPO Resound.

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

RPO MARKETING DEPARTMENT

The RPO's Marketing Department comprises of six members of staff; Director of Press and Marketing, Friends' and Groups' Manager, Digital Marketing Manager, Audience Development Manager and Marketing Assistant. This busy team has a high level of interaction with colleagues in all RPO departments on a daily basis and, in particular, promoters, venues and visiting artists.

ROLE

Position: Digital Marketing Manager
Reports to: Director of Press and Marketing
Location: Royal Philharmonic Orchestra, 16 Clerkenwell Green, London EC1R 0QT

Contract: Full-time, Permanent
Salary: Competitive for the sector depending on experience
Working hours: 9:30am–5:30pm, Monday–Friday with an hour break for lunch plus evenings and weekends on a regular basis
Probationary Period: Six months

PURPOSE OF THE ROLE

The Digital Marketing Manager will play a key role in shaping the company's digital strategy in line with the RPO's business plan and key digital ACE objectives. The role will involve developing all of the RPO's online channels, including the maintenance of the main website and online shop; communications through email marketing and social media; audience data management and evaluation; digital marketing and the creative required for any agreed digital campaigns.

JOB OUTLINE

Reports to: Director of Press and Marketing

Role: Responsible for the management and servicing of all digital projects for both the Royal Philharmonic Orchestra and Royal Philharmonic Concert Orchestra (RPCO).

Duties to Include: To lead on day-to-day digital activity to help support all of the RPO's and RPCO's performances, sessions and community and education work in the UK and abroad.

Digital and Communications:

- Day-to-day management of the RPO's main website and online shop, including overseeing, updating and highlighting events and relevant promotions, and designing alterations according to the company's priorities and activities.
- Oversee all social media, ensuring the team's regular coordination of posts on all networks (particularly Twitter and Facebook) and that the content of all posts reflects the company's wide-reaching objectives in order to maximise engagement.
- Manage and facilitate the company's email campaigns by creating and updating templates and segments.
- Engage and collaborate effectively with external agencies/developers to ensure marketing campaigns/systems run effectively and efficiently, and are cost effective.
- Oversee concert listings on external sites and the running of the Student Pulse London app, facilitated by the Marketing Assistant.
- Reassess content within the website in accordance with the latest SEO requirements.
- Research, assess and pursue new digital concepts and trends which may be in the company's best interests.
- Support and collaborate with other RPO departments, for example, RPO Resound and Development, on digital activities such as social media, email campaigns and the website.
- Make amendments to and upload video content to the company's video channels.

Data and Evaluation:

- Act as administrator for the company's CRM database(s); work with colleagues across the organisation to ensure regular data collection and segmentation, so recorded data is as accurate and reliable as possible for audience development.
- Utilise reports (Google Analytics and internal reporting systems) to ascertain and monitor digital campaigns and traffic, and to assess and report ROI.
- Carry out data analysis on a regular basis in order to provide accurate accounts of activity on social media, email and display campaigns to include in sales reports and funding applications.

Other Duties:

- Create and supply artwork to support online and offline campaigns.
- Provide basic training to colleagues who require access to the company's bespoke online systems.
- Attend concerts, as per concert rota, and assist where necessary with any front of house activities.
- Proofread adverts, brochures and programmes as required.
- Aid in Friends and Groups queries when necessary.
- Assist elsewhere in the Marketing department as required.

PERSON SPECIFICATION**Essential attributes:**

- Proven experience of at least two years in digital marketing within the live performance sector.
- General experience of website management and use of CMS.
- Experience using Facebook and Google ads.
- Knowledge of up-to-date SEO techniques.
- Excellent organisational skills with attention to detail and a high level of accuracy.
- Excellent multitasking skills.
- Experience of working with web agencies.
- A creative flare to design and manipulate artwork and to adapt for display campaigns.
- Excellent communication skills and the ability to converse with a wide range of stakeholders.
- Ability to problem-solve under pressure and to quickly identify solutions.
- Ability to prioritise workloads whilst also working across a range of demands on a daily basis.
- Ability to work well both independently and as a team player.
- Knowledge of Photoshop, HTML5 and Google Web Designer.

Desirable attributes:

- Knowledge of Joomla and Shopify, the RPO's CMS and ecommerce platform.
- An understanding of the self-governed orchestra business model.
- Passion for orchestral music.

Education:

- First Degree standard or the equivalent.

TERMS

- 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
- 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 6 months

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 Digital Marketing Manager".

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.

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 **Monday 16 July 2018, 12 noon**. The first round of interviews will be held on the **week commencing Monday 16 July**. 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.