

## Marketing and Box Office Assistant Job Description

May 2022

As the Royal Philharmonic Orchestra (RPO) celebrates its seventy-fifth anniversary, its mission to enrich lives through orchestral experiences that are uncompromising in their excellence and inclusive in their appeal, places the RPO at the forefront of music-making in the UK. With a worldwide audience of more than half-a-million people, the Orchestra embraces a broad repertoire that enables it to reach the most diverse audience of any British symphony orchestra.

### ROLE

<b>Job title</b>	Marketing and Box Office Assistant
<b>Reports to</b>	Head of Sales and Marketing
<b>Location</b>	16 Clerkenwell Green, London EC1R 0QT With the option to work 2 days per week from home
<b>Contract</b>	Full time, permanent
<b>Hours</b>	9.30am – 5.30pm (Monday to Friday)
<b>Salary</b>	£21,000 - £22,500 p/a., depending on experience

### APPLICATION AND INTERVIEW DATES

<b>Application deadline</b>	Wednesday 8 June, 12.00am
<b>Interview</b>	In person on Thursday 16 or Friday 17 June Shortlisted candidates will be notified on Tuesday 14 June
<b>Format of application</b>	Please email a CV and covering letter explaining your interest and suitability for the role to <a href="mailto:recruitment@rpo.co.uk">recruitment@rpo.co.uk</a> Please put <b>Marketing and Box Office Assistant</b>
<b>Application information</b>	in the subject line and address your application to Louise Williams, Head of Sales and Marketing Please see our <a href="#">Guide for Applicants</a> and our website <a href="http://www.rpo.co.uk">www.rpo.co.uk</a>

### PURPOSE OF THE ROLE

At the Royal Philharmonic Orchestra (RPO) we are passionate about creating inspirational, exciting, and inclusive audience journeys that bring the joy and thrill of orchestral music to the widest possible audience, both in the UK and internationally.

We promote many of our own concerts each year and are about to bring in-house some of our ticket sales, having recently invested in our own box office system. As part of this exciting development, we are keen to recruit a motivated and organised individual to join the RPO Marketing Team and help make this a success.

The Marketing and Box Office Assistant will have two main areas of responsibility: supporting marketing campaigns for our self-promoted concerts at venues including London's Royal Albert Hall and Cadogan Hall and helping audience members to book tickets for these venues using our new ticketing system.

This role will introduce you to many different areas of marketing and the skills that are needed to create successful marketing campaigns, from planning to content creation, to delivery and evaluation. This would be a perfect first or second role for someone who is interested in a career in marketing but isn't sure in what area they want to specialise.

## PERSON SPECIFICATION

The Marketing and Box Office Assistant is an entry-level role and is ideal for someone who is looking to kick-start a career in the arts sector.

The RPO Marketing Team is fast-paced and exciting. You don't need to have experience of marketing or orchestral music to apply for this role, but we are looking for someone who is motivated, energetic, proactive and willing to learn.

We are looking for someone with

- a passion for music and the arts and a desire to build a career in the sector
- an interest in social media and digital cultural trends (whether you use social media yourself or try to have an awareness of what is going on in the cultural world)
- a curiosity and interest in going to orchestral concerts

If multitasking is up your street and you love creating connections through communications, if you are well organised and can complete work to a high standard to deadlines in a busy environment, then we would be very pleased to receive an application from you.

## JOB DESCRIPTION

### Box Office

- Facilitating bookings by audience members – both on the phone and online
- Liaising with the box office teams at our concert venues
- Working closely with the RPO Friends and Groups Manager to facilitate bookings from schools, groups and RPO Club Members
- Setting up events on the new ticketing system
- Learning about and maximising the potential of our ticketing and customer relationship management system

### Marketing campaign implementation and administration including:

- Working with the marketing team to implement marketing campaigns for our own promotion performances
- Creation of organic and paid for social media adverts
- Helping with content creation including design, animation, photography and filming
- Assisting the RPO Digital Marketing Manager with email marketing including the creation of emails, refining messaging, responding to analytics and use of the customer relationship management system to create targeted data lists
- Working with the RPO Digital Content Coordinator to gain experience of working with a website content management system to ensure that the RPO website is accurate and up-to-date

### Audience communications

- Monitoring social media inboxes and comments and working with the Digital Marketing Manager to respond in a timely and appropriate manner

- Assisting the RPO Friends' and Groups' Manager to increase levels of RPO Club Membership renewals through tailored communications

#### **ADDITIONAL BENEFITS**

- 20 days annual leave per annum, increasing to 25 days after 2 years of employment.
- Additional paid leave during the Company's annual (Christmas) shut down.
- Auto enrolment in the RPO's defined contribution pension scheme after a 3-month deferral period, with the option to opt in from Day 1. 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.
- Option to work two days per week at home