ROYAL PHILHARMONIC ORCHESTRA

Marketing Assistant

Job description

ROLE

Position	Marketing Assistant
Reports to	Senior Marketing Manager
Salary	£26,500 - £29,000 per annum, depending on experience
Location	Wembley Park, London, HA9 0BP with the option to work 2 days per week from home
Contract	Permanent, Full Time
Working hours	9.30am – 5.30pm (Monday to Friday) with some evening and weekend work required

APPLICATION AND INTERVIEW DATES

Application deadline	Monday 7 December 2026 5pm
First Interviews	Thursday 10 December 2026 (online)
Second Interviews	Tuesday 15 / Wednesday 16 December 2026 (in person)
Format of application	Apply at Marketing Assistant with a CV and covering letter addressed to Beki Smith, Director of Marketing & Communications
Application information	Please see our Guide for Applicants and our website www.rpo.co.uk

PURPOSE OF THE ROLE

The Marketing Assistant supports the delivery of marketing campaigns for the Royal Philharmonic Orchestra's (RPO) concerts in London, reporting to the Senior Marketing Manager.

The role carries out much of the day-to-day delivery of campaign activity, including building and sending routine emails, publishing website content and event listings, contributing to out-of-home and distribution campaigns, and supporting social media publishing and engagement. The Marketing Assistant also supports the promotion of groups, schools and membership offers and the production of concert programmes and helps the box office during on-sales.

JOB DESCRIPTION

Campaigns and Promotion

- Supports campaign delivery for own-promotion concerts, including campaign schedules, mailings, and out-of-home and distribution campaigns (bookings, artwork deadlines and delivery schedules).
- Supports the promotion of groups (including schools) and the RPO Club and Brent membership schemes, handling routine enquiries and promotional activity as directed by the Senior Marketing Manager, and helping to create the groups brochure with colleagues in marketing and ticketing.

Email, Web, Social and Data

- Builds, schedules and sends routine marketing and promotional emails, including the monthly what's on, solus emails and audience-specific promotions, using approved templates and the send checklist.
- Publishes website content and event listings for London concerts, carries out routine website upkeep, and supports the Marketing Coordinator with listings for concerts at residency and partner venues.
- Drafts social media copy for approval, supports the social inbox and communities, schedules approved posts when the Digital Content Creator is unavailable, and supports content capture and use of approved templates when capacity allows.
- Handles mailing lists and data extracts securely, holds no data outside approved systems, follows the RPO's data protection procedures, and raises any concerns or data issues with the Director.
- Monitors the marketing inbox, responding to, and escalating, emails as required.

Print, Programmes and Box Office

- Supports the Print, Programmes & Design Manager by gathering content for concert programmes, including biographies, imagery and advertiser artwork, and by proofreading programmes and other print or content.
- Helps the box office during on-sales, learning the basics of Spektrix to widen cover if needed.

Other

- Raises clashing requests from colleagues with the Senior Marketing Manager, who agrees priorities.
- Takes a share of the concert duty rota (evenings and weekends, with time off in lieu in accordance with the prevailing policy).
- Supports the wider team and carries out other reasonable duties appropriate to the role.

PERSON SPECIFICATION

ESSENTIAL

Experience

- Experience can come from work, study or volunteering. No degree is required.
- Experience of supporting marketing, communications or events activity, such as campaigns, mailings or social media, in any setting.
- Experience of keeping several tasks and deadlines on track using schedules or trackers.

Skills and knowledge

- Excellent written English and close attention to detail, including accurate proofreading.
- Confident with digital tools, with experience of using an email platform, a website content management system or a social scheduling tool, or something comparable.
- Understands why personal data must be handled carefully, and is willing to learn UK GDPR and PECR in a marketing setting.

Aptitude

- Works well for several colleagues at once and raises clashing priorities rather than absorbing them.
- Works collaboratively and listens well.
- Welcomes and acts on constructive feedback.
- Willing to learn the basics of Spektrix and to help the box office during on-sales.
- Learns new tools quickly and adapts as platforms and channels change (including AI and social media).

DESIRABLE

- Experience of a ticketing or CRM system (Spektrix, Tessitura or similar), or an email platform such as DotDigital.
- Basic editing (e.g. Canva or Adobe) and/or content capture skills, with an eye for accessible content such as alt text and captions.
- Experience and/or knowledge of classical music, the performing arts or another live-events sector, or of working in a box office or venue.
- Experience of gathering and/or proofreading content for print.
- Experience of handling enquiries from customers, groups or schools.

ADDITIONAL BENEFITS

- 25 days' annual leave per annum
- 8 Bank holidays
- Entitlement to leave during the Company's annual (Christmas) shut down (generally 3 days)
- Time off in lieu (TOIL) for work on weekends or Bank holidays
- Pension scheme with an employer contribution up to 6% salary
- Interest-free loan for an annual travel season ticket after 6 months