Senior Marketing Manager

Job description

ROLE

Position	Senior Marketing Manager
Reports to	Director of Marketing & Communications
Salary	£48,000 - £52,000 per annum, depending on experience
Location	Wembley Park, London, HA9 0BP with the option to work up to 2 days per week from home
Contract	Permanent, Full Time
Working hours	9.30am – 5.30pm with regular evening and weekend work required

APPLICATION AND INTERVIEW DATES

Application deadline	Monday 7 December 2026 5pm
First Interviews	Friday 11 December 2026 (online)
Second Interviews	Tuesday 15 / Wednesday 16 December 2026 (in person)
Format of application	Apply at Senior Marketing Manager 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 Senior Marketing Manager leads the planning and delivery of marketing campaigns for the Royal Philharmonic Orchestra (RPO), reporting to the Director of Marketing & Communications and deputising as required. This role is responsible for the marketing and on-sale calendars, for campaign planning and delivery for the RPO's London concerts, for the campaign strategy for our UK-wide concerts, and for evaluating campaigns, using sales and audience data to show what brings people to concerts. The Senior Marketing Manager also supports the Director with developing the RPO's overall marketing strategy and line-manages the Marketing Coordinator (Residencies) and Marketing Assistant.

The Marketing team works closely with colleagues in Concerts and Artistic Planning, Sales & Ticketing, Digital and Design, and with musicians, guest artists, promoters and partner venues in London and around the UK. The Senior Marketing Manager brings this work together around a shared plan and a consistent way of planning, budgeting and reviewing campaigns, to grow audiences and income.

JOB DESCRIPTION

Strategy and Planning

- Owns the campaign strategy and marketing calendar for the RPO's UK concerts, including the on-sale and ticket release calendar, briefs, timelines and handovers between teams, and has oversight of how campaign plans fit together across the UK.
- Contributes to the RPO's overall marketing strategy, including digital, pricing and offers, and

audience development, bringing campaign and sales evidence, to support decisions.

Campaigns and Audiences

- Leads the planning and delivery of campaigns for all London concerts, working with the Concerts and Artistic Planning teams and the Director of Marketing & Communications on forecasting and target-setting, and using insights from the Sales & Ticketing Manager and the Digital Marketing & Insights Manager to inform decisions.
- Works collaboratively with the marketing teams at our London partner venues (Royal Albert Hall, Cadogan Hall and Royal Festival Hall) to sell more tickets and reach new audiences.
- Works with the Marketing Coordinator (Residencies), who owns the campaign plans for concerts at our residency and partner venues around the UK, to keep those plans aligned with the UK campaign strategy, the marketing calendar and the venue teams.
- Leads the planning and buying of any offline media, managing agency relationships and working with the Digital Marketing & Insights Manager to ensure online and offline activity is aligned.
- Develops campaigns and communications to grow sign-ups and ticket sales for groups (including schools) and RPO Club and Brent membership schemes, working with the Sales & Ticketing Manager.
- Works with the Director on audience development initiatives, including leading on relationships with partners and organisations that help the RPO to reach wider audiences.
- Briefs and prioritises campaign design with the Print, Programmes & Design Manager, and external designers where needed.
- Acts as the designated contact for the RPO Resound team, supporting the marketing plans for community activities and projects, and working with the wider team on opportunities for storytelling and content capture.
- Develops creative ideas for campaigns, within the RPO brand, and tests new approaches, using the results to decide what to keep.

Evaluation, Budgets and Data

- Evaluates every campaign: what sold tickets, what didn't and what to change, using sales and audience data. Working with the Digital Marketing & Insights Manager to develop meaningful ways to track return on investment and campaign performance, building towards more advanced approaches as our data allows.
- Works with the Director to agree and allocate campaign budgets for each financial year, manages budgets for London campaigns, and agrees the Marketing Coordinator (Residencies)'s budgets.
- Makes sure all campaign activity follows data protection rules, working with the Digital Marketing & Insights Manager.
- Approves venue settlements for London concerts.

Management

- Manages the Marketing Coordinator (Residencies) and Marketing Assistant, setting priorities and supporting their growth and wellbeing.

- Agrees the Marketing Assistant's priorities and communicates them to colleagues who may also assign tasks.
- Sets consistent ways of planning and reviewing campaigns across the team.

Other

- Deputises for the Director of Marketing & Communications as required and covers for colleagues in the wider marketing team when they are away.
- Writes, edits and proofreads copy when needed, approves the team's copy to the RPO's house style, and refers sensitive messaging to the Director.
- Takes a share of the concert duty rota (evenings and weekends, with time off in lieu) and helps colleagues during on-sales and busy periods.
- Supports the wider team and carries out other reasonable duties appropriate to the role.

PERSON SPECIFICATION

ESSENTIAL

Experience

- Significant experience developing and delivering creative ticketed or consumer campaign strategies across a range of channels, with a record of meeting sales targets.
- Experience of managing and developing a team.
- Experience of owning and managing marketing budgets, including media planning and buying.
- Experience of measuring return on marketing spend, using sales and campaign data to forecast, set targets and evaluate performance, and changing plans as a result.

Skills and knowledge

- Strong planning and project management skills, including managing a calendar and handovers / workflow across several teams.
- Sound judgement under pressure, including knowing what to decide and what to escalate.
- Excellent written and verbal communication, with the credibility to negotiate and influence at senior level, including with colleagues you don't manage, and to represent a senior leader internally and with partners.
- Working knowledge of data protection in marketing (UK GDPR and PECR).
- Working knowledge of a ticketing or CRM system. Spektrix is a plus, not a requirement.
- Excellent copywriting and editing skills, with the eye for detail to proofread and approve others' work to a high standard.

Aptitude

- Thinks clearly and keeps several priorities moving.
- Works collaboratively and listens well.
- Welcomes and acts on constructive feedback.
- Thinks creatively and tries new approaches.
- Adapts as tools, platforms and channels change (including AI and social media), with examples of learning new ones and judging when they help.

DESIRABLE

- Experience and/or knowledge of classical music, the performing arts or another live-events sector.
- Experience of working with venues, promoters and partner organisations.
- Experience of advanced marketing effectiveness measurements and models.
- Experience of deputising for a senior leader.
- Experience of commissioning and managing freelance suppliers.
- Knowledge of, or an interest in, how AI can support our work, within the RPO's data protection requirements: helping us make better-informed decisions, streamline workflow and make more time for creative work.

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