

# LIVERPOOL PHILHARMONIC

## JOB DESCRIPTION



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<b>Title:</b>	Head of Marketing (Maternity Cover)
<b>Responsible to:</b>	Director of Audiences
<b>Responsible for:</b>	Marketing Manager (x2), Marketing Officer, Graphic Designer
<b>Contract:</b>	Full time, Fixed term

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### Principle Role

To lead the Marketing team to achieve the maximum reach and earned income from ticket sales for Royal Liverpool Philharmonic Orchestra and all concerts and events at Liverpool Philharmonic Hall. The position will also be responsible for targeting participation in activity including our Youth Company and other programmes. The role will have line management responsibility for the marketing team and will be expected to drive continuous improvement of our marketing operation and processes.

To lead our Audience Development strategies to attract new customers from target communities and to develop customer retention.

The post reports to the Director of Audiences and is part of the Leadership team of Liverpool Philharmonic.

### Responsibilities and duties

- Develop and implement a comprehensive marketing and sales plan which will ensure the achievement of revenue goals of over £2 million annually, across 100+ orchestral and chamber music concerts and educational programmes and over £4 million annually across the whole programme. This includes devising and managing marketing campaigns across a variety of performances and channels.
- Take primary responsibility for marketing all Royal Liverpool Philharmonic Orchestra concerts and associated programmes (chamber music, etc.)
- Set income targets for orchestra and ensembles concerts and plan and ensure delivery of effective marketing campaigns to meet them
- Ensure effective marketing of the Hall and Events programme, liaising and ensuring good relations with promoters, and other Hall clients

- Manage a marketing team of 5, with direct line responsibility for two Marketing Managers, Marketing Officer, and Graphic Designer.
- Lead on audience feedback collection and reporting, customer service processes, and contribute to customer experience strategy. Manage customer insight and analysis, including relationship with providers such as Arts Council England's Illuminate programme.
- Lead on creation and delivery of our digital marketing strategy
- Lead on creation and delivery of Audience Development and Engagement plan including strategies to attract new audiences, lapsed audiences and to increase audience retention
- Write copy and manage production of brochures, social media, direct mail, etc.
- Organise large-scale customer events
- Manage marketing budgets and income forecasting ensuring effective financial control, budget setting and monitoring
- Liaise closely with colleagues in Artistic Programming, Programming and Learning in the process of planning programmes, budgets and marketing campaigns
- Liaise closely with colleagues in the Audiences Directorate including Head of Communications, and Box Office Manager, to ensure a cohesive marketing, communications and sales operation
- Contribute to the overall delivery of our Strategic Plan including priorities in areas such as Inclusivity and Relevance, and Environmental Responsibility.
- In addition, the post-holder may be required to undertake other reasonable duties commensurate with their status and abilities and depending upon the requirement of Liverpool Philharmonic.



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## Person Specification

### Knowledge and Experience:

- Enthusiasm for and knowledge of classical music is essential – you need to be able to confidently produce sales copy for classical music events and have a good knowledge of orchestral repertoire.
- 5+ years marketing management experience with demonstrated effectiveness in marketing and staff management.
- Excellent understanding of working in the performing arts sector and/or events marketing. Previous employment in either sector is likely to be beneficial.
- Experience devising and implementing marketing strategies through digital and social media.

### Skills and Competencies:

- Excellent copywriting skills.
- Ability to work in a logical, organised manner with a high level of attention to detail.
- Ability to influence and gain commitment from colleagues, peers and the team, provide marketing leadership and help deliver a single vision for the department.
- Ability to think creatively and strategically to develop our short, medium and long term marketing and audience development strategies.
- Ability to work in a pressurised environment, manage competing priorities and deliver results within changing circumstances and priorities.
- A confident and pragmatic manager, who can enthuse colleagues on the bigger picture whilst also being involved in detailed planning and delivery of campaigns.
- Strong organisational and budgeting skills.
- Commitment to and understanding of equality, diversity and inclusion in relation to an organisation like Liverpool Philharmonic.
- Clear commitment and demonstrable ability to work to our values and lead by example in relation to Passionate about music, Excellence, Ensemble and Welcoming.

**Please note:** This job description reflects the current position. It does not preclude change or development that may be required in the future.



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