

LIVERPOOL PHILHARMONIC

JOB DESCRIPTION

Title:	Marketing and Communications Assistant
Responsible to:	Head of Communications
Responsible for:	N/A
Contract:	Full time, fixed-term (12 months)
Hours:	35 hours per week

Principle Role

The Marketing and Communications Assistant will be responsible for departmental administration and support the delivery of marketing campaigns to promote events at Liverpool Philharmonic Hall. An entry level role, this opportunity is perfect for anyone wanting to experience working in a busy arts organisation and learn what goes into the marketing of over 400 events a year.

The role will include training opportunities across all aspects of marketing and communications. You'll be passionate about music, have meticulous attention to detail, be proactive and have a willingness to take on new challenges.

Responsibilities and duties

- Working together with the wider marketing team, develop and execute compelling content ideas across all Liverpool Philharmonic's social media channels.
- Monitoring and responding to customer comments and feedback via Liverpool Philharmonic's customer services channels and social media.
- Supporting the Social Media Manager with content capture at events and rehearsals, liaising with artists and agents as required.
- Supporting the Social Media Manager to create regular content across social channels.
- Assisting the Head of Communications with handling requests from the press for images, quotes and access to the Hall.
- Supporting Head of Communications with media relations and monitoring of press output.
- Managing and monitoring listings websites to promote upcoming events at Liverpool Philharmonic.



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- Assisting in the production and presentation of programme notes and orchestra lists on the website.
- Monitoring holds, waiting lists and complimentary tickets.
- Promotion of bars and catering offer, including special offers and campaigns.
- Supporting the Marketing Team to ensure the website is up to date.
- Regularly attend live events to engage with audiences and support any associated marketing activity.
- In addition, the post-holder may be required to undertake other reasonable duties commensurate with their status and abilities and depending upon the requirements of Liverpool Philharmonic.

Person Specification

Experience and qualifications:

Essential

- Experience of working in a customer-driven environment.

Desirable

- Prior experience of working in a marketing or communications role.
- Strong understanding of opportunities provided by a wide variety of social media channels.
- Prior experience working with box office systems.
- Prior experience working with website content management systems.

Knowledge, skills and competencies:

Essential

- Proven administrative skills
- Excellent IT skills
- Excellent copywriting skills with attention to detail and high level of accuracy
- Excellent communication skills and the ability to converse with a wide range of Stakeholders
- Knowledge and passion for music
- Ability to work under own initiative
- Highly organised, methodical and process-driven
- Ability to manage multiple projects in a fast-paced, deadline-driven environment
- Must have a willingness to learn and take direction well

Desirable

- Knowledge and passion for classical music

Personal style and behaviour:

Essential

- To be guided by our core values, to 'enhance and transform lives through music' to have enthusiasm and commitment to Liverpool Philharmonic's mission.
- To ensure in every aspect of this role, you drive enthusiasm and commitment to:
 - Ensemble
 - Excellent
 - Passionate about music
 - Welcoming
- Commitment to Diversity, Equality and Inclusion, and shows respect for the views and actions of others.
- Flexible approach to working
- Team player

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

Equal Opportunities Statement

Liverpool Philharmonic is committed to striving to represent modern Britain in all its diversity. Liverpool Philharmonic is committed to equality of opportunity and welcomes applications from all suitably qualified candidates, irrespective of age, disability, gender reassignment, marriage and civil partnership, race, religion or belief, sex or sexual orientation. In seeking to be representative of the Liverpool city region, applications from members of minority ethnic groups are particularly welcome as they are currently underrepresented within the creative industry. The appointment will be made on merit with independent assessment, openness and transparency of process.



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