

# philharmonia orchestra

## DIGITAL MARKETING MANAGER

### JOB DESCRIPTION

**(FIXED-TERM CONTRACT: 12 MONTHS, WITH POSSIBILITY OF EXTENSION)**

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**Reports to:** Marketing Director

**Works closely with:** Marketing Manager, London Season  
Marketing and Press Manager  
Box Office Manager  
Marketing Assistant  
Digital Producer  
Developer

#### **The Department**

The Philharmonia's busy Marketing team is responsible for communicating the Orchestra's programme to a national and international audience. At the core of the Department's work is the creation and delivery of marketing and communications campaigns for the Orchestra's UK residencies: over 35 concerts a season at Southbank Centre's Royal Festival Hall, and concert series in Leicester, Bedford, Canterbury, Basingstoke and at the Three Choirs Festival. The team also manages the Orchestra's press and publicity, brand and social media; promotes the Philharmonia's recording releases on Signum Records; and is closely involved in the Philharmonia's award-winning audience development projects.

#### **Role objectives**

- To maximise ROI for the Philharmonia's London and Bedford series, taking lead responsibility for the digital aspects of marketing campaigns
- To work with the Marketing Director, marketing managers and Box Office Manager to embed a customer relationships-based approach to marketing, sales and audience development projects
- To work with the Marketing Director to develop the Orchestra's audience insights, working with segmentation models, Tessitura tools, Google Data Studio and Audience Finder
- To maximise the effectiveness of the Philharmonia's brand across the Orchestra's website and social media channels

## **ROLE & RESPONSIBILITIES**

### **Email marketing:**

- In consultation with the marketing managers, to devise and implement all the Philharmonia's email marketing activity, including design and content; scheduling and triggered emails; audience targeting; and insights
- To develop the scope of, and audience for, the Orchestra's monthly email newsletter

### **Paid media:**

- To manage the relationship with the Philharmonia's paid digital media agency, and to track the impact of all digital advertising
- To manage the marketing budget across the Philharmonia's programme for paid digital media

### **Content & social media:**

- To work with the Digital Producer and Marketing Manager, London Season, to plan content for digital marketing campaigns
- To develop and drive social media audiences and engagement for the Orchestra, including taking lead responsibility for the Orchestra's Facebook, Instagram and Twitter channels
- To oversee the internal team who contribute content to Philharmonia social channels, managing the creation and scheduling of content, to maximise the value of the Philharmonia brand

### **Web & SEO:**

- To work with the Marketing Director and Developer to improve the usability, design, content, user experience and purchase pathway of the Philharmonia website
- To work with the Developer on all issues relating to search engine optimisation

### **CRM:**

- To work with the marketing managers, Box Office Manager and Developer to use Tessitura to develop a customer relationships-based approach to marketing, sales and audience development projects
- To plan and deliver CRM strategies across the company encouraging audience retention and loyalty

**Data & insights:**

- To work with the Marketing Director to develop the Orchestra's framework of audience insights, working with our segmentation model, Tessitura reporting and tools, and Google Analytics and Data Studio
- To work with colleagues across the Marketing team to build our use of Audience Finder, generating insights and reporting across our UK programme
- To support projects connected to the Philharmonia's Equality and Diversity Action plan related to measuring impact with audiences

**Audience Development:**

- To develop and grow the Orchestra's secret seats scheme, [\*Ringside Seats\*](#)
- To contribute CRM and data insights support to the Philharmonia's UK-wide audience development projects, including *The Virtual Orchestra* and *The Guest List*

**Other:**

- To support the Box Office Manager in taking bookings for London and Bedford Season concerts as required
- To represent the Orchestra in a front-of-house capacity at concerts in London and Bedford on a rota basis
- To assist with the implementation of the Philharmonia Orchestra's Cultural Diversity and Arts and Disability initiatives as directed
- To undertake such other duties as may reasonably be required by the Company

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**PERSON SPECIFICATION**

- A minimum of 3 years' in a marketing role, to include demonstrable experience with integrated digital marketing campaigns
- Experience in a marketing role at an arts organisation
- Demonstrable experience of working with a CRM and ticketing system, preferably Tessitura
- Experience working with digital advertising and data insights platforms, including Google Adwords and Analytics, and Facebook Ads Manager
- Awareness of audience segmentation models and methodologies
- A proven ability to write creative targeted sales copy
- Ability to work fast and efficiently within a pressurised environment, involving multi-tasking and multiple deadlines
- Enthusiasm for, and preferably knowledge of, classical music
- Experience of planning and managing budgets
- Experience of InDesign and Photoshop

- A flexible approach, and willingness to work unsociable hours, including evenings and weekends.

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### **Additional Information**

- Salary: in range £25,000 - £28,000 per annum, according to experience.
- Contract: 12 months fixed term, with the possibility of extension.
- Hours: 9.30 – 17.30, Monday – Friday (35 hours per week) plus evening and weekend work as required.
- Annual leave: 33 days per annum, including public and bank holidays.
- Pension: the Company has a pension scheme into which you will automatically be enrolled (subject to the provisions of auto-enrolment legislation) upon completion of a 3-month qualifying period, and into which the Company will pay 6% of salary. The Company will contribute 6% of salary to a qualifying pension scheme.

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### **Application Procedure**

To apply, please email your CV and covering letter to [recruitment@philharmonia.co.uk](mailto:recruitment@philharmonia.co.uk)

Please also complete our Equality and Diversity questionnaire and return it with your application. The questionnaire can be found on our website: <https://www.philharmonia.co.uk/vacancies>

Please include details of two referees in your application, stating at what point in the recruitment process each of them may be contacted (we will not contact your referees without your permission).

Deadline for applications: **17.00 on Wednesday 12 December.**

Interviews will be held on Wednesday 19 December at the Philharmonia office, 6 Chancel Street, London SE1 0UX.

*If you have not heard from us by close of business on Monday 17 December, unfortunately your application has not been successful.*

*Candidates are required to have the right to work in the UK*

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*The Philharmonia Orchestra is committed to equal opportunities. We are working to achieve diversity and welcome applications from all sections of the community.*