

Marketing Manager for the London Mozart Players

Job Description

Summary

The London Mozart Players are seeking a Marketing Manager to oversee the orchestra's marketing, press and communications activity. Working closely with operations, fundraising and senior management, the chosen candidate will play a crucial role in evolving the LMP brand and developing innovative marketing strategy for the orchestra.

About the LMP

The London Mozart Players is one of Europe's finest chamber orchestras, internationally renowned for outstanding live performances and a long history of association with many of the world's finest conductors and soloists. The LMP is now at a crucial stage of its existence, having moved offices in July of this year to become an orchestra embedded within a living community in Upper Norwood at St John the Evangelist. As well as developing new concert series and projects across the UK, the LMP is embarking on an exciting partnership with St John the Evangelist to make live performance accessible to new audiences. This role offers a creative individual the opportunity to join a world-class orchestra and help shape the future of this exciting new initiative.

Key responsibilities

General

- Creation and implementation of a strategic marketing plan for the orchestra
- Creation and implementation of promotion plans for LMP own promotion concerts and series, including our flagship *Explored* series at St John's Smith Square and community projects at St John the Evangelist

Branding & Content Creation

- Creation of all marketing, copy, content and communications for the orchestra including managing production and design
- Assist all departments with production of marketing materials for internal and external use
- Creation of regular e-newsletters via Mailchimp to promote upcoming concerts and projects to the database
- Produce engaging and varied content for the website to increase audience engagement and to increase SEO for the LMP website

Advertising/ Lead Generation

- Source and make recommendations for advertising and reciprocal marketing opportunities
- Manage and make suggestions for lead generation to increase the size of the database
- Manage all advertising campaigns and production of advertising content
- Develop strategic partnerships with businesses, communities and organisations to increase brand awareness and our potential audiences

Website & Digital Strategy

- Maintain and improve existing digital platforms including the LMP website and social media channels

- Develop innovative social media campaigns to expand the orchestra's reach
- Continual optimisation of the LMP site to increase customer engagement including design, content and user experience changes
- Analysis of LMP website and reporting on its performance
- Managing the implementation of new plugins and features for the website
- Maintain and develop the LMP's existing database

PR

- Coordinate press and media coverage for the orchestra and distribute new releases to media contacts both locally and nationally
- Take lead responsibility for the creation of press releases
- Invite key journalists and bloggers to attend and review LMP concerts

Key skills

- Experience working within an arts organisation as a Marketing Manager (3+ years)
- Experience managing and updating websites via Wordpress
- Experience using social media channels to promote concerts and increase brand awareness
- Strong written and verbal communications skills
- An aptitude for innovative marketing and creative output

Advantageous skills

- Graphic and digital design experience – Knowledge of the Adobe Creative Suite (Indesign, Photoshop & Illustrator)
- Experience reporting using Google Analytics
- Existing press experience and contacts within the classical music industry