



September 2019

Marketing Manager for the London Mozart Players

Job Description

Summary

The London Mozart Players are seeking a motivated and creative Marketing Manager to oversee the orchestra's marketing, press and communications activity. The successful applicant will need to have the full range of modern marketing skills and be a confident self-starter who is deadline-driven and familiar with managing high-level projects to completion. This is a wide-ranging role, working closely with operations, fundraising and senior management, and the chosen candidate will play a crucial role in strengthening the LMP brand and developing an innovative ongoing marketing strategy for the orchestra.

About the London Mozart Players

The London Mozart Players is one of the world's finest chamber orchestras, internationally renowned for live performances with a long history of association with many of the world's finest conductors and soloists. The orchestra celebrated its 70th birthday in 2019 and continues to delight audiences with the joys of classical music. Resident Orchestra at both Fairfield Halls, Croydon and St John the Evangelist in Upper Norwood, and a frequent visitor to the top concert halls in London and beyond, LMP is run by a small hands-on team that is inspired to enrich all lives through music. The LMP is a pioneer in outreach work and our projects reach out into the heart of many communities, taking music to young people in schools as well as those who can no longer visit the concert hall, to stimulate, entertain and inspire creativity. This is a great opportunity for an ambitious, creative individual with music marketing experience to join LMP's small management team and help shape the future of this exciting ensemble.

The Marketing Manager will report to Julia Desbruslais, LMP Executive Director.

Key responsibilities

General

- Creation and implementation of a strategic overall marketing plan for the orchestra
- Creation and implementation of promotion plans for LMP own-promotion concerts and series, including our season at Croydon's Fairfield Halls, our flagship Explored series at St John's Smith Square, concerts at QEH and our community concerts and projects at St John the Evangelist, to increase levels of attendance and audience loyalty for concerts
- Brand management and input into the ongoing artistic strategy of the orchestra
- Build and maintain relationships with venues, agents, media and music partners to ensure high profile of LMP brand
- Develop strategic partnerships with businesses, communities and organisations to extend brand awareness and increase our potential audiences
- Manage the marketing budget, working with the management and finance team
- Attend LMP concerts when required
- Attend meetings at LMP offices and concert venues as required

Branding & Marketing

- Devise innovative opportunities to promote the LMP brand
- Write and create compelling marketing copy for printed and digital assets and communications
- Manage production and design of brochures, flyers, posters, concert programmes and social media slides (and other marketing assets as required) that reflect the LMP brand, within a tight budget and to deadline - briefing external designer when necessary
- Management of design and production of LMP merchandise
- Source and make recommendations for advertising and reciprocal marketing opportunities
- Manage all advertising campaigns and production of advertising content
- Fill advertising space in LMP concert programmes
- Work with venues to supply all marketing copy and assets as required for concerts
- Devise ticketing strategies that maximise box office income
- Work with LMP's fundraiser to maximise corporate sponsorship opportunities for the LMP brand, including at our fundraising events at high-profile venues
- Support the Chair of the LMP Friends to manage Friends membership and recruitment and devise a strategy to further develop this key support group for the LMP
- Promote 'LMP Podium' - the orchestra's business-facing interactive leadership event
- Work with partners to ensure external promotion concerts are promoted via LMP channels

Digital Marketing (*currently handled by our Digital Marketing Manager, but will be absorbed into the Marketing Manager's job from April 2020*)

- Ensure that the online LMP brand voice is consistent and engaging
- Work with our external consultant to maintain and improve existing digital platforms such as the LMP website, including implementation of new plugins and innovations as required
- Develop and implement creative and compelling content across all online platforms, including website, social media and blogs in order to promote the LMP brand and support the LMPs marketing strategies.
- Creation of monthly e-newsletters via Mailchimp to promote upcoming concerts
- Build audience loyalty through increasing the newsletter database
- Maintain the orchestra's library of photographs and videos, and regularly update the LMP's YouTube channel with new content
- Produce promotion videos for concerts to increase engagement on social media
- Manage ticketing on Eventbrite for own promotion concerts in Upper Norwood and work with front of house teams to ensure smooth-running of concerts
- Work with partners such as Classic FM and BBC Radio 3 to ensure livestreaming and recording events run smoothly

PR (*currently handled by external freelancer*)

- 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
- Build and maintain relationships with national and local press

Key skills

- Strong verbal and written communications skills, including excellent editorial and copywriting ability plus a good eye for detail and an enthusiasm for producing engaging print marketing assets
- Experience working within an arts organisation as a Marketing Manager - ideally an orchestra (3+ years)
- Experience in juggling a busy day-to-day work load with many projects to handle at any one time
- Experience managing and updating websites via WordPress
- Experience using social media channels to promote concerts and increase brand awareness
- 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
- Photography/Videography skills

TERMS AND CONDITIONS

- This is a full-time position based at the LMP's office in Upper Norwood
- Salary: £26,000-28,000 depending on age and experience
- 40 hours per week – Monday to Friday with some evening and event work required. A time off in lieu arrangement is applicable in such cases. Flexible hours are possible.
- Normal working hours: 10.00-18:00, Monday-Friday
- Notice period: two months.
- Probationary period: six months
- 20 days annual leave, plus bank holidays and discretionary 5 days over the Christmas break
- Membership of company pension scheme in line with auto-enrolment regulations.

To apply, please send your CV and covering letter/email to: jackie@lmp.org

Deadline for applications: Wednesday 25th September

First interview: 2 or 3 October

Second Interview: 8 October