



August 2021

Head of Marketing for the London Mozart Players – Job Description

Contract type: Full-time, permanent

Salary: £36,000 per year

Application deadline: 6pm Monday 27 September 2021

First Interviews: Week commencing Monday 04 October 2021

Second Interviews: Week commencing Monday 11 October 2021

Summary

The London Mozart Players is seeking a strategic and creative Head of Marketing to oversee the orchestra's marketing and communications activity, building on the last five years of growth to take LMP to the next level of success. The successful applicant will need to have up-to-date knowledge of best practice in modern marketing and be a confident self-starter who is deadline driven and familiar with managing high-level projects to completion. We are looking for someone with strong content and audience strategy experience along with a track record of creating, delivering and evaluating integrated and joined-up marketing plans that deliver on revenue and audience targets. Our Head of Marketing will articulate the mission and vision of the LMP, ensuring a consistent voice behind this respected brand.

This is a wide-ranging and creative role, working closely with operations, fundraising and senior management. You should have some line management experience and be able to lead and inspire our small marketing team. The Head of Marketing will play a crucial role in strengthening the LMP brand, growing our audience 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 ensemble, which celebrated its 70th birthday in 2019, is resident orchestra at both Fairfield Halls, Croydon and St John the Evangelist in Upper Norwood, and a frequent visitor to 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 its projects reach 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. More recently, LMP notably bucked the trend during the pandemic, finding innovative ways to maintain its connection with the community that it has worked hard to build over time. The orchestra has managed to keep the music playing and support its musicians while maintaining a close bond with its existing audience. LMP has been at the forefront of the exploration of online events, experimenting with a hybrid of live and digital concerts. This is a great opportunity for an ambitious, creative individual with extensive marketing experience to join LMP's small management team and help shape the future of this exciting ensemble.

The Marketing Manager will report to LMP's Chief Executive.

LMP is committed to building an inclusive and diverse organisation that reflects the rich cultural blend of the local community in which it is based. We recognise that diversity in the workplace brings a wealth of benefits to both organisations and the wider community we serve. We strongly encourage applications from people of all ages, of Black, Asian, and ethnically diverse backgrounds, women, trans and non-binary candidates, LGBTQ+ candidates and those that are disabled.

If you have any access needs relevant to the application process, please get in touch with us directly to discuss them.

Key marketing responsibilities / What you'll be doing:

- Creating and implementing an overall marketing strategy which is data-driven, uses the full marketing mix, and has specific and measurable ROIs.
- Line management of the marketing team members with a collaborative approach to ensure their development and high performance.
- Devising marketing plans for LMP own-promotion concerts and series (both live and online), including our season at Croydon's Fairfield Halls, community concerts and projects at St John the Evangelist and concerts at QEH and other London venues.
- Brand management and input into the ongoing artistic strategy of the orchestra.
- Writing compelling marketing copy for printed and digital assets and communications.
- Overseeing production and design of brochures, flyers, posters, concert programmes (and other marketing assets as required) that reflect the LMP brand.
- Sourcing and making recommendations for advertising and reciprocal marketing opportunities.
- Managing multi-channel advertising campaigns.
- Working with the digital marketing manager to develop and implement creative and compelling content across all online platforms, including website, social media and blogs to promote the LMP brand and support the concert marketing strategies.
- Managing the marketing budget, working with the management and finance team.
- Working with external PR to coordinate press and media coverage for the orchestra.
- Producing evaluations of campaign activity to improve ROI and inform marketing strategies.
- Carrying out any other duties that may be reasonably required.

Managing audiences, relationships and partnerships

- Audience development – devise plans to increase concert attendance and audience loyalty. To help increase levels of engagement and further build a meaningful connection on a fully representative level with the local community.
- Managing key stakeholder relationships at senior management level, ensuring activity is focused, consistent and manageable.
- Supporting 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.
- Building and maintaining relationships with venues, agents, media and music partners to ensure high profile of LMP brand.
- Developing strategic partnerships with businesses, communities and organisations to extend brand awareness and increase our potential audiences.
- Staying up-to-date with the latest developments in marketing, and identify new opportunities to engage with and extend the LMP audiences.

Key skills / You'll definitely need...

- Strong verbal and written communications skills, including excellent editorial and copywriting ability plus a good eye for detail and an enthusiasm for producing engaging marketing assets.
- An aptitude for innovative marketing and creative output.
- Relevant experience in marketing roles, ideally in the arts, culture or not-for-profit sectors.
- Experience in juggling a busy day-to-day workload, handling many projects at any one time.
- Experience running effective integrated marketing campaigns that drive sales.
- Previous experience of line-managing staff.
- Experience using social media channels to promote concerts and increase brand awareness.
- Experience of evaluating the effectiveness of marketing activity and producing campaign evaluations reports.

Advantageous skills / It would be a bonus if you have...

- Experience of using the Adobe Creative Suite (InDesign, Photoshop & Illustrator).
- Experience reporting using Google Analytics.
- Photography/Videography skills.

Terms & Conditions

- This is a full-time position either remotely or based at the LMP's office in Upper Norwood, or a combination of the two.
- Salary: £36,000
- Normal working hours: 10.00–18:00, Monday-Friday (and attending some LMP concerts).
- Occasional evening event work required. A time off in lieu arrangement is applicable in such cases. Flexible hours are possible.
- Notice period: two months.
- Probationary period: three months.
- 20 days annual leave, plus bank holidays and discretionary five days over the Christmas break.
- Membership of company pension scheme in line with auto-enrolment regulations.

To apply, please send your **CV and a covering letter of no more than 2 sides of A4 via email to:**
jackie@lmp.org

Deadline for applications: 6pm, Monday 27 September 2021

First interview: week 04 October 2021 (we may invite suitable applicants for interview ahead of the closing date).

Second Interview: week beginning 11 October 2021