



Candidate Application Pack

Marketing & Events Coordinator

Dear Candidate,

Thank you for expressing an interest in applying to the role of **Marketing & Events Coordinator**.

At LMP, we live by our values of creativity, excellence and fun, and know that working at LMP will give you the chance to be part of a busy, thriving and successful arts organisation.

If you have any questions ahead of completing your application, please feel free to get in touch with our Business Development Manager Ceri Sunu, by email to **ceri@lmp.org**.

We look forward to receiving your application.

London Mozart Players

Location	Hybrid: Fairfield Halls, Croydon / Home working
Contract Type	Permanent
Hours	Full time (35 hours per week)
Salary	£22,000 per annum
Application Closing Date	11.59pm, Thursday 14 July
Interviews	Tuesday 26 and Wednesday 27 July

WEDNESDAY





**If we want to see an illustration of
how classical music brings a
community together, LMP would be a
good place to start.**

- Jon Jacob



I. WHO WE ARE



Our Story

Formed by Harry Blech in 1949, The London Mozart Players is the longest established Chamber Orchestra in the UK. Our work combines local impact with global reach, with our music being enjoyed by audiences all over the world through our international tours and digital content, as well as playing over 100 concerts and performances per year in and around the UK.

We are as active in our community as we are in concert halls, and have an extensive outreach and education programme which sees us working with children and young people, as well as the elderly, marginalised and vulnerable.



London Mozart Players' new approach to classical music through visual art and explaining the pieces beforehand all help to contribute towards a new excitement for live music.

- Jasmine Savory



II. JOB DESCRIPTION

The reason for this role

The role of Marketing & Events Coordinator is integral to helping us better serve and understand our audiences. The successful candidate will be joining a busy and creative team with lots of opportunity for personal growth and development , as well as the chance to meaningfully shape our marketing and audience development strategy going forward.

MAIN PURPOSE OF THE ROLE

Reporting to the Senior Marketing Manager, the Marketing & Events Coordinator Manager will work closely with the Concerts Manager, Head of Artistic Planning and Digital Marketing Manager to ensure our events and marketing activities are appropriate to reaching our target audiences (both current and future).

STANDARD HOURS & WORKING PATTERN

Our standard office hours are from 10am – 6pm Monday to Friday, but as many of our concerts take place during evenings and weekends you may occasionally be required to work outside of these times. Where this is needed, you'll be given the chance to take TOIL.

SPECIFIC DUTIES AND RESPONSIBILITIES

Marketing & Promotional Activities

- Support the Digital Marketing Manager to maintain content on the LMP website and social media channels
- Liaise with printers and suppliers to ensure timely delivery and dissemination of key marketing materials
- Contribute to the creation, editing and proof reading of marketing content
- Co-ordinate dissemination of marketing materials to local audiences
- Assist with writing/sending email campaigns

Community, Education & Outreach

- Build and maintain relationships with local community groups and networks
- Receive and log enquiries for community, education and outreach activities

Audience Experience & Box Office Administration

- Act as a first point of contact for audience enquiries regarding upcoming concerts and ticket purchases
- Liaise with venues and promoters regarding any audience accessibility needs
- Work with our Concerts Manager to ensure our audiences have the best experience possible
- Alongside the Concerts Manager, schedule, co-ordinate and oversee volunteers at events

Monitoring & Evaluation

- Support the Senior Marketing Manager to compile campaign evaluation data
- Oversee the collation of feedback from schools and community groups
- Support the Head of Artistic Planning to ensure reporting to key funders is carried out consistently and in a timely manner
- Ensure all key activities and audience data are recorded accurately on the CRM system (Spektrix)

SPECIFIC DUTIES AND RESPONSIBILITIES *(continued)*

General Administration

- Support the Senior Marketing Manager to ensure invoices and expenditure are accurately tracked and recorded
- Managing and maintaining the marketing archive
- Book travel and meeting rooms
- Support membership renewals and sign-up processes
- Order stationery and office supplies
- Order stationery, manage incoming and outgoing post and oversee the general technical health of the office – computers/ franking machine/ PDQ/ photocopier/ telephones.
- Attend and take minutes at LMP Management meetings and, on occasion, prepare agendas and set up meetings for the management team

This job description is not intended to be exhaustive and it is likely that duties and responsibilities will develop as the organisation continues to grow and the successful candidate is given opportunity to make their own recommendations about the way we work.

PERSON SPECIFICATION

This role will be perfect for you if you if:

- You're eager to learn about the inner workings of a professional artistic organisation
- You enjoy having lots of variety in your work
- You love creating systems and processes that help to bring a sense of order and structure
- You enjoy speaking to customers and leading on audience engagement activities
- You're adept at spinning lots of plates and thrive on being busy

You'll definitely need:

- To be very organised, with a meticulous attention to detail
- A willingness to get stuck in with different types of tasks
- The ability to work across a range of different projects and areas simultaneously
- A way with people – great relationship-building and communication skills as well as emotional intelligence and sensitivity
- A cool head, with the ability to work well under pressure and to tight deadlines
- To be highly proactive and good at anticipating needs
- Up-to-date IT skills and confidence using various social media channels, as well as learning new systems

It would also be a bonus (but not essential) if you have:

- Previously worked for an arts and culture organisation
- A demonstrable interest in the arts and orchestral music
- A good knowledge of orchestral repertoire
- Experience of using the Adobe Creative Cloud Suite (InDesign, Photoshop, Illustrator)

PERSON SPECIFICATION *(continued)*

- Experience using a CRM/Box Office system
- Experience updating WordPress websites
- Experience using Google Analytics
- A personal connection to Croydon

BENEFITS

- 20 days holiday per year + public holidays (as long as it's not a concert day!)
- Discounted concert tickets for friends and family
- Support for your personal and career ambitions and achievements
- Opportunities to work flexibly



**They possess an unfailing
professionalism, artistry, and
commitment to music.**

- John Suchet



III. HOW TO APPLY



Submitting your application

To apply, please send your CV and a covering letter (no more than two sides of A4) that gives examples of your relatable experience to: ceri@lmp.org by 11.59pm on Thursday 14 July 2022. If you would like to have an informal chat about the role before applying, please send an email to ceri@lmp.org by Thursday 7 July.

It's really important to us that we build an inclusive and diverse organisation that reflects the rich cultural blends of the communities we serve. We recognise that diversity in the workplace brings a wealth of benefits to us as an organisation and our audiences, and 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.



London Mozart Players
Fairfield Halls
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Registered CIO No.: 290833
Register company No.: 8882717

