

**RECRUITMENT OF**

**Marketing Manager (6-month contract)**  
**September 2021**

INFORMATION FOR CANDIDATES

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# What is Liverpool Philharmonic?

## **Liverpool Philharmonic enhances and transforms lives through music.**

At the heart of our work is the critically-acclaimed Royal Liverpool Philharmonic Orchestra (the UK's oldest) and Choir; an extensive programme of participative work with young people and others across our community; and presentation of almost 400 concerts and events each year at our home, Liverpool Philharmonic Hall.

Liverpool Philharmonic reaches more people than any music organisation outside London.

Over 350,000 people attend Liverpool Philharmonic concerts each year.

73,000 young people participate in our Youth Company and associated ensembles, attend concerts or take part in our In Harmony programme.

Around 900,000 people in 92 countries listen to our recordings each month on Spotify, more than any UK orchestra outside London.

Over 12,000 people have benefitted from our music and mental health programme over the last 13 years.

## **Liverpool Philharmonic is rooted in our city**

We are central to Liverpool's cultural offering, being the largest music organisation and one of the largest cultural organisations in the city, employing over 250 people. As well as our work in Liverpool our Orchestra represent the city with performances and broadcasts across the UK and around the world.

Through music, we contribute to improving education, skills, health and wellbeing across Liverpool City Region. We run 6,000 workshops and events every year in local communities. Royal Liverpool Philharmonic Orchestra Schools' Concerts welcome 18,000 children and teachers from 250 schools to Liverpool Philharmonic Hall every year. In Harmony Liverpool uses orchestral music education to increase the life chances of 1,500 children every week in Anfield and Everton. Liverpool Philharmonic Youth Company provides training for 500 talented instrumentalists, singers, composers and songwriters through orchestras, ensembles, choirs, projects, courses and events. We train the future workforce through our Emerging Professionals Programme and partnerships with universities. We work long term with NHS Trusts to support the recovery and wellbeing of people of all ages experiencing mental ill health.

## **Liverpool Philharmonic is committed to diversity and inclusion**

We work hard to reach right across our community through our learning work, and concert programme.

We attract world class artists to perform at Liverpool Philharmonic Hall and our small venue, Music Room, with a diverse programme of performances ranging from classical, contemporary, rock, pop, folk, roots, and jazz to comedy, film and spoken word. We work with many organisations and cultural partners in the City to ensure that the artists and performances we put on stage, and the audiences we attract truly represent our community.

And we are working hard to ensure that our workforce is as diverse as possible.

# What is the role?

## Job Description

<b>Title:</b>	<b>Marketing Manager</b>
<b>Reports to:</b>	Head of Marketing
<b>Location:</b>	The normal place of work is Liverpool Philharmonic Hall with flexibility for some remote working
<b>Contract:</b>	Full time (35 hours per week), initially for 6 months with possibility to extend. Flexible and part-time working options considered
<b>Salary:</b>	£24,000 - £25,500 per annum, depending on experience

## Principal Role

To market concerts and events at Liverpool Philharmonic Hall, with a particular focus on the classical music programme.

## Key Responsibilities:

- Develop, plan and manage marketing campaigns across a range of events and projects – includes: researching, identifying and developing suitable audiences; setting key objectives; budget management; database analysis and reporting
- Project management of key print materials, including brochures and direct mail campaigns, to include copywriting, design management, production and distribution
- Planning and production of digital marketing campaigns and content across a range of digital channels, including social media and email campaigns, in collaboration with the Digital Marketing Manager
- Budget management, in conjunction with the Head of Marketing
- Promotion of bars and catering offer, including special offers and campaigns
- Sales reporting, audience survey administration, reporting and analysis
- Any other duties assigned by the Head of Marketing.

## **Person Specification – Skills & Experience**

- At least 3 years of experience in event marketing, ideally in a performing arts/music venue
- Knowledge of a wide range of musical genres and their audiences, with knowledge and enthusiasm for classical music a distinct advantage
- Marketing campaign planning experience
- Familiarity with databases and data extraction/reporting, ideally box office systems
- Understanding and experience of budgeting and financial administration
- Excellent communication skills, both written and verbal
- Knowledge/experience of using Spektrix or similar box office systems
- Experience of a very busy marketing environment, with a strength in multi-tasking and responding to a wide variety of stakeholders in a timely fashion.
- Ability to work in a logical, organised manner with a high level of attention to detail
- Time management and prioritisation skills: can manage multiple competing priorities and deliver on tight deadlines
- Flexible and adaptable approach
- Excellent organisational ability
- A passion for music and the arts.

# **Key Information**

## **Salary**

£24,000 - £25,500 per annum, depending on experience

## **Hours of work**

- The contracted hours for this post are 35 hours per week.

Normal office hours are Monday – Friday, 9.30am to 5.30pm however the post holder will be required to undertake occasional evening and weekend work. You may be required to work over and above these normal working hours depending on the Liverpool Philharmonic's business requirements from time to time. Overtime is not payable, however time in lieu is available.

## **Holidays**

- The annual leave entitlement is 26 days (pro rata), excluding public holidays. These will be taken at times agreed with the Head of Marketing.

## **Period of Notice**

- The notice period for the termination of the contract of employment will be 1 calendar month.

## **Place of Work**

- Liverpool Philharmonic Hall. Option to work from home for a proportion of the working week is possible, dependent on business needs.

## How to apply

Please click [here](#) to submit your application.

You will be required to input your personal details and then asked to attach documents.

Please submit the following documents:

- 1) a CV which doesn't include any personal details such as your name, date of birth, gender, address or phone number.
- 2) A maximum of 500 words detailing how you meet the requirements of the job.

To finalise your application you are also required to complete our Equal Opportunities Monitoring Survey. Please click [here](#) to complete this.

If you require any support with this process, please contact [recruitment@liverpoolphil.com](mailto:recruitment@liverpoolphil.com)

Applications are due by 12 noon on Thursday 7 October 2021. No applications will be accepted after this time.

All applicants must have the right to work in the UK.

### Interviews

Short-listed candidates will be invited to attend an interview w/c 11 October 2021 which will be held either online or at Liverpool Philharmonic's offices. A decision will be made closer to the interview date.

### Equal Opportunities Statement

Liverpool Philharmonic is committed to striving to represent modern Britain in all its diversity. Liverpool Philharmonic is committed to equality of opportunity and welcomes applications from all suitably qualified candidates, irrespective of age, disability, gender reassignment, marriage and civil partnership, race, religion or belief, sex or sexual orientation. In seeking to be representative of the Liverpool city region, applications from members of minority ethnic groups are particularly welcome as they are currently underrepresented within the creative industry. The appointment will be made on merit with independent assessment, openness and transparency of process.