



LIVERPOOL PHILHARMONIC – SOCIAL MEDIA STRATEGY SUPPORT CONSULTANCY

CONTACT

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KEY DATES

- **Bid submission deadline:** 15 April 2026
- **Interviews with shortlisted agencies:** w/c 20 April 2026
- **Final decision:** 27 April 2026
- **Target sign-off of strategy:** 30 June 2026
(To integrate seamlessly with the new website launch in August 2026)

BUDGET

Up to £5,000 (plus VAT) (all-inclusive of consultancy time, research, workshops, documentation, and handover)

SECTION 1 – CONTEXT

Liverpool Philharmonic is launching a new website, brand and refreshed visual identity in August 2026. This marks a significant step in strengthening our digital presence, clarifying our brand story, and improving user journeys across ticketing, membership, donations, and engagement.

To maximise the impact of this launch, we are seeking specialist support to review and develop our social media strategy. The refreshed strategy must align with our new brand

narrative and visual identity, support the new website, and position social media as a core driver of audience growth, engagement, and revenue.

The updated strategy will:

- Align with our new brand story and messaging framework (developed with Fly a Kite).
- Strengthen brand recognition and cohesion across Orchestra, Hall, Music Room, and Learning & Health activity.
- Provide a clear framework for channel roles, tone of voice, content planning, and performance measurement.
- Provide a framework for realistic and achievable growth with the current resource and team capacity.
- Support priority digital journeys including ticket sales, memberships, donations, and participation.
- Support the delivery of our vision/mission and strategic goals and the approach should embrace our organisational values.

SECTION 2 – ABOUT US

2.1 Who We Are

Liverpool Philharmonic is one of the UK's leading music organisations, uniquely combining:

- **Royal Liverpool Philharmonic Orchestra** (the UK's oldest continuing professional symphony orchestra, founded in 1840) - a full Orchestra season with weekly concerts, chamber concerts, Liverpool Philharmonic's 10:10, recording and distribution and touring.
- **Liverpool Philharmonic Hall & Music Room** (a major concert venue – working with local and international promoters to present 300+ events annually - and smaller venue supporting grassroots music, homegrown talent and international artists).
- A nationally recognised **Learning & Health programme** reaching over 60,000 people annually including: over 10 ensembles in Liverpool Philharmonic Youth Company, an Emerging Musicians Fellowship, Rushworth Composition Prize, Liverpool Philharmonic In Harmony and a Music and Health programme.

Each year we engage more than 300,000 people in person and reach millions more through digital platforms and broadcast.

The new social media strategy will need to align with a newly refreshed vision, mission and values:

Our vision and Mission:

A connected and hopeful world for everyone.

We create powerful music experiences that bring all kinds of people together. Proud of our music city and open to the world, we collaborate with the next generations of artists and audiences to shape the future of Liverpool and beyond.

Our Values:

- We do our best work together
- We care for each other
- We are open and curious
- We're brave - we've got each other's backs
- We have fun – there are no pretensions here

2.2 Current Audience Overview

- 67% of bookings online; 75% via mobile.
- 44% of audiences are first-time bookers.
- 75% attend once a year; 34% return the following year.
- Loyal core: 1,000+ classical subscribers attend 5–45 concerts per year.
- 52% buy food and drink in the venue; 48% also spend locally.

Current audience demographics (Indigo Share survey):

- 93% White British
- 11% identify as disabled
- 63% aged 60+
- 84% live within one hour's travel

Motivations: see a specific performer (57%); subject/story (38%); love of artform (19%).

Satisfaction: NPS 82; avg 4.7/5 ratings (performance quality & staff care).

2.3 Current Social Media Overview

- [Instagram](#) - 47,581 followers
- [Facebook](#) - 69,784 followers
- [Linked In](#) - 4,072 followers
- [YouTube](#) – 5.2k subscribers
- [X \(inactive\)](#) - 2,804 followers

In the last 12 months alone, Instagram followers have grown by 150%, reflecting strong recent momentum.

While we have seen significant growth in recent years, the upcoming rebrand and website launch present an important opportunity to review and elevate our approach. We want to ensure our channels are fully aligned with our new brand narrative, optimised for conversion, and positioned to reach new and more diverse audiences.

Social media sits within the Communications Team in the Audiences Department. Delivery is led by one dedicated Social Media Manager, with limited support from a Graphic Designer, Marketing & Communications Assistants, and an Editorial Manager. As a relatively small Audiences team, clarity of prioritisation, efficient workflows, and realistic implementation planning will be essential to ensure the strategy is both ambitious and deliverable.

2.3 Audience Ambitions

Over the next five years, we aim to grow and evolve our audiences - deepening engagement, increasing frequency and loyalty among existing attendees, and reaching new, more diverse communities. In particular, we want to attract younger audiences and ensure that those who experience the Liverpool Philharmonic more closely reflect the rich diversity and demographics of the city itself.

2.4 Strategic Goals 2025-2030

- Bold and distinctive performances with artists from the Northwest and around the world.
- Young people develop their passion for music and shape the future of our city region.
- A strong national and international reputation, as leading ambassadors for our city.
- A broad range of people are inspired by our performances, ideas and opportunities.
- A trusted community partner supporting economic growth, cohesion and well-being.
- A wide-open organisation which thrives from diverse talent, perspectives and income streams.

SECTION 3 – BRAND STRATEGY DEVELOPMENT

We have worked with brand consultants **Fly a Kite** to deliver:

- A clear, refined and more singular brand benefit-led story, that unites our different areas of work.
- Personality and tone of voice.

- A unified messaging toolkit.
- Strategic guidance for cohesive communications.

Fly a Kite's toolkit is available to view [here](#).

We are currently working with graphic design agency **Smiling Wolf** on development of our refreshed visual identity. This planned to be completed by April 2026 and will be launched with new website in August 2026.

SECTION 4 – THE CHALLENGE

Our work spans multiple audiences, artforms, and sub-brands — from orchestral performance to contemporary gigs, youth ensembles, community programmes, and touring activity.

Our social media must:

- Unify the organisation under one clear and compelling identity.
- Retain artistic credibility and heritage while feeling contemporary and accessible.
- Balance prestige with warmth and inclusivity.
- Support both local engagement and national/international reputation.
- Drive measurable outcomes (ticket sales, sign-ups, engagement, brand awareness).

The strategy must be ambitious yet practical - designed to maximise impact within a small, focused in-house team structure. It should provide clear prioritisation, sustainable content frameworks, and realistic recommendations that build on recent growth while supporting the next phase of organisational transformation.

We need a strategy that is confident, distinctive and audience-led that supports long-term growth, delivers on our strategic plan goals and amplifies the August 2026 website and brand launch.

Current challenges we face:

- Wide variety of product which appeals to a wide range of audiences can be challenging to create consistent tone and style of content/produce content for a niche
- Large organisation with multiple needs, large volume of events and activities and pressure to post about all or most of these.
- High ambition for growth for social media and small team to deliver it.
- Gaining organisational buy-in to strategy and content creation.

- Organisational ambitions to raise global awareness of orchestra and also deepen local connections in Liverpool.
- Awareness that TikTok is the platform that may deliver most strongly on our goal to reach younger audiences for classical music while feeling that this is beyond our current capacity/has not been budgeted for.

SECTION 5 – SCOPE OF WORK

The appointed consultant/team will deliver:

5.1 Audit & Insight

- Review of current social media channels (organic and paid).
- Assessment of performance, content mix, audience engagement and benchmarking.
- Identification of gaps and opportunities.
- Light-touch stakeholder consultation (internal teams).
- Assess strengths of team and areas needed to develop for growth.

5.2 Strategic Framework

- Support the clear articulation of the role of social media within the wider marketing ecosystem.
- Define objectives aligned to organisational KPIs (audience growth, diversity, income, engagement).
- Channel strategy (role, audience, tone, content priorities).
- Organic and paid integration guidance.
- Recommendations for content pillars aligned to brand narrative.
- Approach to community management and audience voice.
- Influencer/partner collaboration guidance.
- Consultation on expansion to new platforms (notably TikTok) with guidance on additional investment required to launch and maintain effectively.

5.3 Content & Campaign Planning

- Framework for campaign integration with website launch (August 2026).
- Evergreen vs campaign-based content balance.

- Video and short-form content guidance.
- Social storytelling approach for Orchestra, Hall, and Learning & Health activity.
- Example content formats and templates (strategic examples, not full production).
- Recommended planning tools and procedure for the team resource and capacity.
- Recommended scheduling tool which enables best integration with individual platforms.
- Recommended social listening tool.

5.4 Measurement & Governance

- KPI framework (engagement, growth, conversion, ROI where relevant).
- Reporting structure and dashboard recommendations.
- Resourcing and workflow recommendations aligned to current team structure.
- Paid media testing recommendations.
- Recommended analytics tool.

5.5 Delivery

- Written strategy document (PDF).
- Executive summary deck for Board/senior leadership.
- One workshop session to present and embed the strategy with internal teams.

SECTION 6 – AGENCY REQUIREMENTS

We are seeking individuals or agencies with:

- Proven experience developing social media strategies for arts, culture, entertainment, or customer-facing organisations.
- Strong understanding of digital audience journeys and conversion.
- Strong understanding of digital content production processes and requirements.
- Experience aligning social strategy with brand refresh or website launches.
- Insight into engaging younger and more diverse audiences.
- A strategic (not purely tactical) approach grounded in measurable outcomes.

Knowledge of the Liverpool City Region cultural landscape and/or classical music is desirable but not essential.

SECTION 7 – PROPOSAL REQUIREMENTS

Please include:

- Outline of proposed approach and methodology.
- Relevant examples of comparable strategy projects.
- Proposed timeline (April–May 2026 indicative window).
- Fee breakdown (within £5,000 budget).
- Team structure and lead contact.

Evaluation Criteria:

- Relevant experience – 30%
- Understanding of brief and organisational ambition – 30%
- Strategic quality and clarity of approach – 25%
- Cost – 15%

For informal discussion, contact Megan McGurk at +44 974 841 150 or megan.mcgurk@liverpoolphil.com.