



Royal Albert Hall

Information for Candidates

# Recruitment Pack





# Welcome

## **From Joanna Houlden, Senior Brand and Campaigns Manager**

Thank you for your interest in the role of Campaigns Marketing Executive at the Royal Albert Hall.

This is an exciting time to join us, as we are halfway through Year 1 of our new three-year business plan – a plan that builds on our rich heritage and reputation for presenting the broadest range of world-class entertainment in one of the most historic performance venues in the world.

In this role, you will be an essential part of the Marketing team, crucial for driving tickets sales and engaging audiences through effective marketing campaigns.

We are looking for a positive, proactive person who has a collaborative approach to their work and demonstrates individual responsibility within a strong team environment.

If you're excited about the opportunity to make a meaningful and lasting impact, I'd be delighted to hear from you.

Thank you,

Joanna Houlden  
Senior Brand and Campaigns Manager



Royal Albert Hall

# A history dating back to 1871

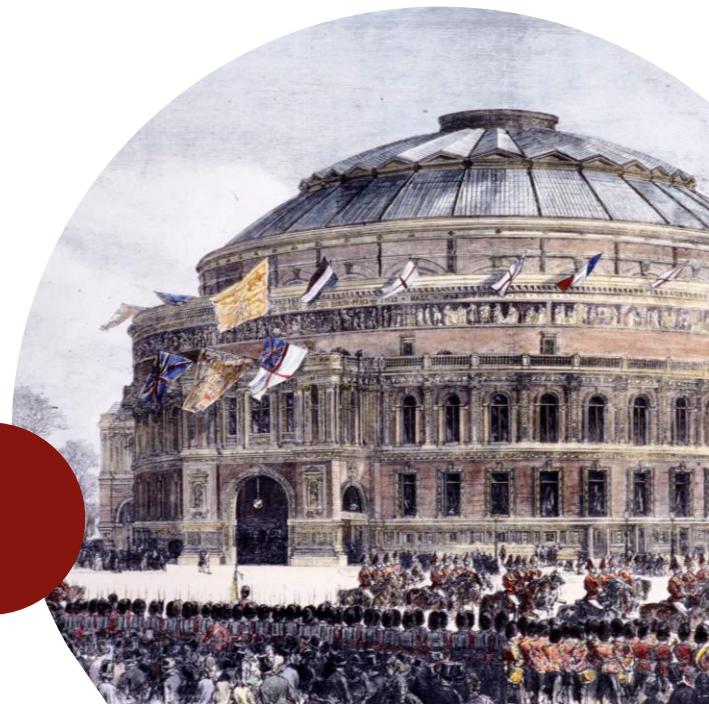
On 29 March 1871, Queen Victoria, following the untimely death of her beloved Consort, Prince Albert, opened the Royal Albert Hall. She was overcome with emotion at the realisation of her husband's vision and was unable to speak.

Since then, we have become the world's village hall, known and loved across the globe for events and moments in history that have, in many cases, shaped the nation and in doing so, realised Albert's vision.

More than a concert hall, we are also a home for those who dream of making the world a better place.

We hosted 25 suffrage meetings, and numerous great patriotic rallies in support of the armed forces. Sir Winston Churchill, the Dalai Lama, Emmeline Pankhurst, Stonewall, Nelson Mandela, the Royal family and world leaders have graced our auditorium. History is played out on our stage.

The Royal Albert Hall may be 150 years old, but we have more history to make, and you could help us write it.







Royal Albert Hall

# About us

Based in South Kensington, the Royal Albert Hall is an iconic venue. The Royal Albert Hall is a registered charity held in trust for the nation's benefit.

Our purpose is to:

- promote the Arts and Sciences
- preserve and enhance our Grade I listed building.

The world's leading figures in music, dance, sport and politics have appeared on our stage since we opened in 1871, and now over 1.7 million people enjoy live experiences here every year, with millions more experiencing our events through broadcasts, recordings and new media channels. Today, the Royal Albert Hall hosts around 400 events each year and our amazing staff play a huge part in ensuring the success of all our events.

The BBC Proms have called the Hall their home since 1941. Shirley Bassey has had more than 45 performances at the Hall since 1971. Statesmen, sportsmen and a galaxy of stars have graced our stage, creating unforgettable memories. From Albert Einstein, to Arctic Monkeys, The Beatles to Beyoncé, Churchill to Coldplay. Recently, we have hosted the premier of the James Bond film 'No Time to Die', Cirque De Soleil, the EE Baftas, Classical Spectacular and a series of events for Teenage Cancer Trust.





# Equity, Diversity and Inclusion

The Hall supports an equal, diverse and inclusive environment for all and we know we can do more.

Diversity was one of the five key strategic objectives agreed for our five-year business plan in August 2019. This means that it is right at the heart of our planning for the future and we will have an action plan to underpin this. Equality, Diversity and Inclusion is part of our mandatory training and we have a committee, set up in 2018 which has representation from staff across all departments, levels and represents the nine protected characteristics.

“I want to use the Hall’s platform to champion and highlight a diverse mix of performers and attract staff and audiences that truly reflect modern Britain”

**- James Ainscough, CEO**





# Equity, Diversity and Inclusion

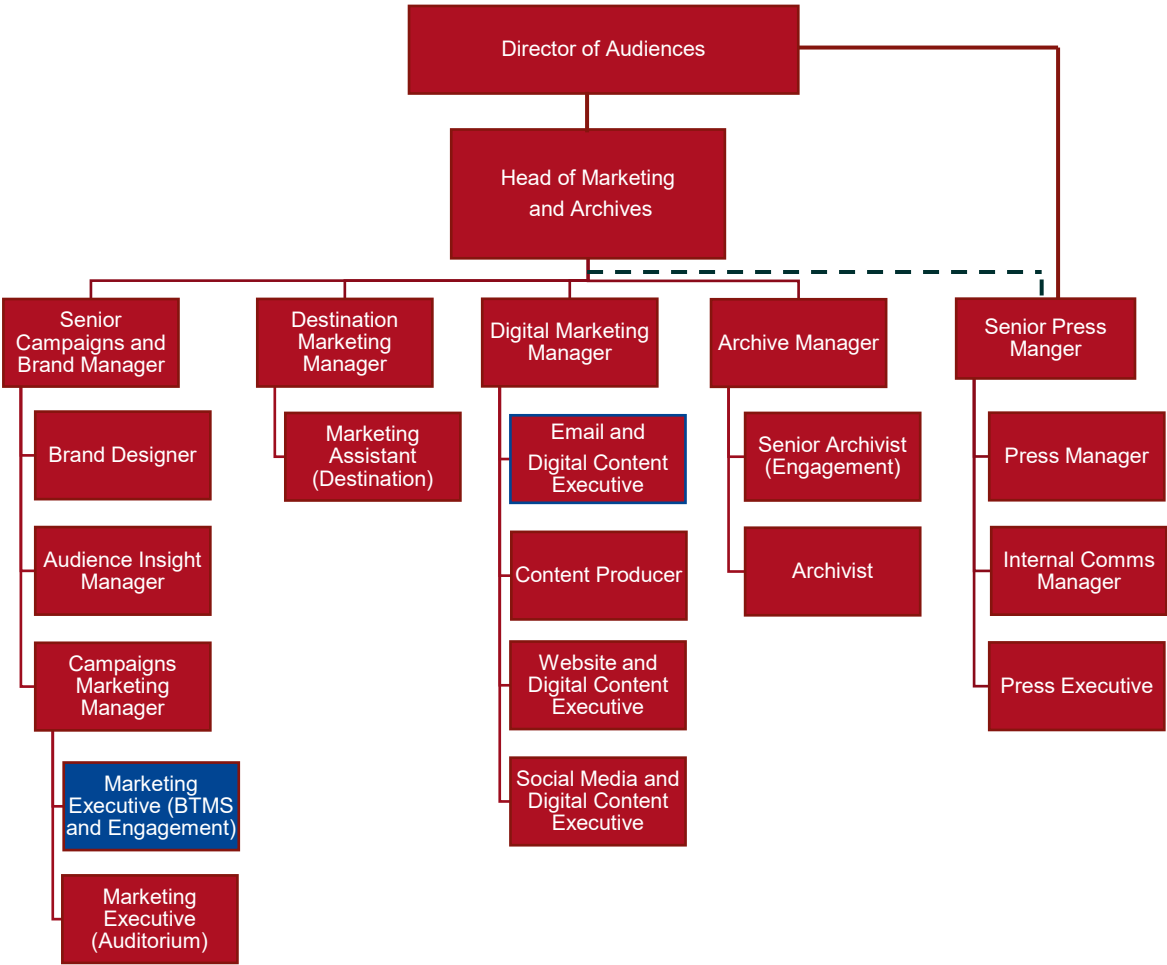
We are committing to:

- Programming more events with diverse artists and to making our platforms available to black voices – both on the stage and on digital channels.
- Ensuring that our archives and our tours properly represent the Hall's rich and diverse history and we are refreshing our diversity training for our leadership team and trustees.
- Reviewing our recruitment strategies to ensure that we can widen our candidate pool and further increase the diversity of our workforce.





# Organisation chart





# Our Mission, Vision and Values

## Who we are

Since we opened our doors in 1871, the Royal Albert Hall has been home to the world's leading figures in music, dance, entertainment and conversation. From the Suffragettes to Stormzy, Elgar to Einstein, the Beatles to Bassey... icons grace our stage.

A charity known and loved across the globe, we are home to dreams and determination, contemplation and celebration – bringing people together to lift their spirits and inspire. Every year nearly 2 million people enjoy unforgettable experiences in our spectacular building, with millions more joining us online and through broadcast worldwide.

We are home to the future – working tirelessly to enable talent to thrive. We embrace change as well as tradition, inviting the new, the radical and the bold. We are open to all, a committed force for good, connecting people and communities.

## Our vision

**Our vision is for the Royal Albert Hall to be the home of breathtaking moments and lasting memories, for everyone.**

**Together, we create the amazing.**





# Our Strategic Objectives

**We have four Strategic Objectives that will help us achieve our vision.**

**Our Strategic Objectives are:**

1. Driving progress on the Hall's Vision
2. Generating funds for the Estate Plan and other projects
3. Investing in people and systems
4. Building the Hall's reputation as a Force For Good:
  - A Home For Everyone – Equity, Diversity and Inclusion
  - A Home For Thriving Creativity – Engagement and wellbeing
  - A Home For a Sustainable Future – Towards net-zero and biodiversity.



# Job description

**Role:** Marketing Executive (BTMS and Engagement)

**Location:** Royal Albert Hall

**Salary:** £34,000 per annum

**Working hours:** 35 hours per week

**Reports to:** Campaigns Marketing Manager

**Direct reports:** N/A

For over 150 years we have been fulfilling our vision of inspiring artists and audiences worldwide with the magic of the iconic Royal Albert Hall; creating life-enriching, unforgettable experiences for everyone. Hosting 390 events a year in the main auditorium and more than 800 in other smaller spaces, the Royal Albert Hall stands true to its original purpose of promoting the Arts and Sciences. As a charity, the Hall is dedicated to maintaining the Grade I listed building and giving access to all.



# Job description

## **How does the Marketing team deliver the vision?**

The Marketing and Communications team at the Hall works to drive sales and diversify audiences, and to build the reputation of the Hall as a force for good and a place for everyone. We inspire people across the UK and the world with what the Hall does in the building and online, even if people never attend in person. We work hard to improve perceptions of the Hall and communicate in a way that is accessible to all.

## **How does this role fit into the structure/team? And what does success look like?**

The Marketing Executive (BTMS and Engagement) role is crucial for driving tickets sales and engaging new audiences through effective marketing campaigns. Success in this role means delivering engaging, data-driven marketing campaigns that reach new diverse audiences and promotes the Hall's work beyond the main auditorium programme, as well as coordinating the communication of our Engagement programmes and activities.

The Hall's Beyond the Main Stage (BTMS) programme is a varied and dynamic series of events taking place in the Elgar Room and elsewhere in the building, focusing on up-and-coming artists and new experiences.

The Hall's Engagement programme and activities aim to enrich people's lives and offer fairer access to the arts through working with schools, community groups and more.



What the role holder will be responsible for delivering:

Key accountabilities	Key activities/decision areas
1). Campaign Planning and Execution	<ul style="list-style-type: none"><li>• To lead on the marketing strategy and implement marketing campaigns for the Beyond the Main Stage (BTMS) programme in the Elgar Room and around the building (including relaxed performances).</li><li>• To lead on the marketing for the Engagement programme, working closely with the Engagement team on projects, workshops and events. (including relaxed performances).</li><li>• Brief media agencies on all advertising and arrange media bookings.</li><li>• Ensure campaigns align with overall strategy set by the Senior Brand and Campaigns Manager.</li><li>• Manage and plan budgets to ensure campaigns meet financial targets.</li><li>• Ensure that all marketing communications associated with the Hall successfully promote the Hall's brand and meet brand guidelines</li></ul>
2). Cross-Team Collaboration	<ul style="list-style-type: none"><li>• Work with Digital Marketing team to develop promotional content and ensure all digital communications are optimised for BTMS/Engagement campaigns.</li></ul>



	<ul style="list-style-type: none"><li>• Collaborate with Press team for integrated and complimentary PR campaigns.</li><li>• Ensure the Programming and Engagement teams are informed of marketing activity.</li><li>• Team up with the other Marketing Campaign Executive to share campaign and industry knowledge and ensure campaigns are complementary.</li><li>• Collaborate with the Destination Marketing Manager to position Hall's full range of products.</li><li>• Partner with the Audience Insights Manager to utilise Hall data to inform future campaigns.</li></ul>
<b>3). Audience Development</b>	<ul style="list-style-type: none"><li>• To help develop and diversify audiences with engaging communication strategies and grassroots campaign work.</li><li>• Carry out marketing campaigns for the Hall's Engagement programme and the Beyond the Main Stage programme.</li></ul>





---

#### **4). Reporting and Evaluation**

- Record and report on marketing activity success and ROI.
  - Feed into campaign evaluations.
  - Implement learnings in future activity.
  - Communicate promotions internally to relevant staff.
  - Ensure campaigns are integrated and effectively communicated across all departments.
-



What skills and experience the role holder will have:

Qualifications and experience

Criteria	Requirement (Essential or Desirable)
Significant marketing experience, preferably in arts/ grassroots venue	Essential
Experience working with CRM database and basic analytics	Essential
Marketing qualification	Desirable
Experience with website content management systems	Essential
Experience working with photographers and designers	Desirable



**Skills and Attributes**

Criteria	Requirement (Essential or Desirable)
Excellent IT/PC skills with Microsoft Office packages	Essential
Knowledge of design programmes (Adobe InDesign, Photoshop)	Desirable
Experience using Google Adwords	Desirable



---

## Behavioural Attributes

---

Criteria	Requirement (Essential or Desirable)
Confident, enthusiastic, self-motivated individual with organised and methodical approach	Essential
Imaginative, creative and sales driven	Essential
Excellent inter-personal and communication skills	Essential
Exceptional attention to detail and accuracy	Essential
Ability to work under pressure, and meet tight deadlines	Essential
Enthusiastic team player with the ability to work with initiative and maturity.	Essential
Awareness and interest in live music and performance.	Essential

---

*The above job description is intended to be an outline of the duties and responsibilities for this role. This is not exhaustive, and it is likely to change over time. The role holder may be expected to undertake other duties that are commensurate with this role*



# Person specification

## General

- A positive and proactive team player who works collaboratively not just with their own team, but across different departments.
- The ability to build positive relationships with a wide variety of people.
- Shows pride and passion in all that they do.
- Happy to contribute/embrace new ideas.
- Flexible and adaptable attitude.
- An ability to organise and prioritise workload.

## Health and Safety

You will have a good understanding of the Hall's Health and Safety guidelines and your responsibilities within these. Your role will include promoting a safe working environment and fostering a non-blame culture, adhering to any Health and Safety requirements, flagging any conflicts that may arise with Health and Safety and working towards finding effective solutions.

## Sustainability

The Hall is committed to maintaining and furthering greater sustainable practices in all areas of the organisation to act on climate change. Whilst working at the Hall, you will be expected to embrace the Hall's Sustainability Policy and work to meet its objectives, putting sustainability at the forefront of all decisions.





## The first six months

During your 6-month probationary period, our focus is on setting you up for success, so we will invest in giving you skills and knowledge to perform your role. It is also vital that you build an understanding of our unique working environment, intimately tied to our Grade 1 listed building and that you, immerse yourself in the Hall's culture. This means exploring our historic building where history has unfolded for over 150 years and where legends have performed on our stage, building strong relationships through face-to-face interactions with your line manager, engaging in relevant in person training and investing quality time with colleagues and peers to foster strong working connections and where possible attending social events. Embracing your team's working pattern, whether hybrid or on-site only, is essential to ensuring a smooth transition and a successful start.



# Application

Thank you for your interest in working at the Royal Albert Hall. To apply for this vacancy, please visit our website using the link below, locate the role and select 'apply'.

[Vacancy Search Results - Royal Albert Hall](#)

Provisional dates for interviews are:

**First round interviews:**

w/c 18 August

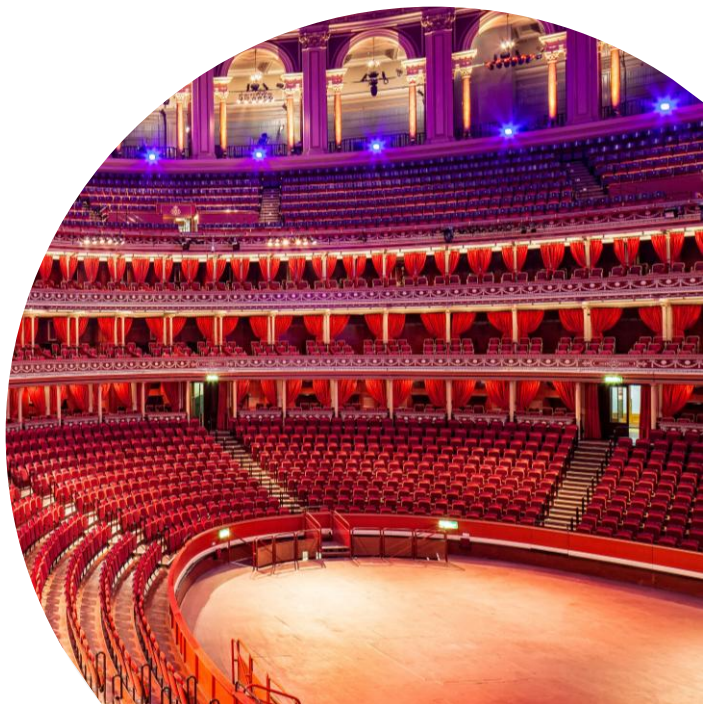
Second round interviews:

w/c 25 August

All applicants must have the right to work in the UK without the need for sponsorship. The closing date for applications is Sunday 3 August.

The Royal Albert Hall is a registered charity (no. 254543) and strives to be an equal opportunities employer.

The Royal Albert Hall is committed to creating a diverse and inclusive environment in which everyone can thrive. We encourage candidates from all cultures and backgrounds to apply. If you believe you need a 'reasonable adjustment' with the recruitment process then please email the People and Culture team via [peopleandculture@royalalberthall.com](mailto:peopleandculture@royalalberthall.com). Please state 'Request for Reasonable Adjustments' in the email subject header and provide details of your preferred contact method.





# Staff Benefits

## Our commitment to you

We fully recognise that our people are our greatest asset and play a role as active ambassadors for the Hall. In recognition of your commitment and in support of the work that you do, we want to share with You the portfolio of health, wellbeing and staff benefits that are available to you as a staff member.



### Annual Leave

Entitlement is 25 days per year, with the Opportunity to buy or sell up to five days holiday per calendar year.



### Personal development

Development is really important to us and there are a variety of options available to staff at the Hall.



### Family leave

We offer enhanced pay during maternity, paternity and shared parental leave.

## Care first

### Employee assistance programme

Care First offers support, information, expert advice and specialist counselling to help you when you need it.



### Cycle to work scheme

This allows you to obtain a new bike to use to ride to work. You can then repay it through your salary.



### Life assurance

This is 6 x your basic salary.



## Interest free season ticket loan

We pay for the ticket and you repay the money out of your monthly salary



## Employee discounts scheme

From groceries to wellness products, travel and more, with our employee discount scheme you can start saving more money right away, on things you're already buying using our Backstage portal.



## Wellbeing

We take the health and wellbeing of our staff at the Hall seriously. We have a dedicated Wellbeing Committee and Mental Health First Aiders. Well-being sessions are run throughout the year, some of the recent sessions run included Menopause and Emotional resilience training.



## Pension

When you join us we'll automatically enrol you into our pension scheme. You will have the option to join our stakeholder pension scheme after 6 months service and successful completion of your probation at six months.



## Complimentary tickets

Following three months continuous service, you will be eligible to apply for complimentary tickets to performances within the auditorium at the Hall.



## Staff canteen

Our canteen offers free hot and cold meals, including vegetarian options to staff whilst at work.



