



Royal Albert Hall

Information for Candidates

Marketing Executive (Auditorium)





Welcome

From Jen Long, Campaigns Marketing Manager

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

This is an exciting time to join us, as we are starting year 2 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 are excited about the opportunity to make a meaningful and lasting impact, I would be delighted to hear from you.



Introducing the Royal Albert Hall

The Royal Albert Hall is an iconic venue and a registered charity, held in trust for the nation.

Our charitable purpose is to:

- Promote the Arts and Sciences
- Preserve and enhance our Grade I listed building

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:

1. Driving progress on the Hall's Vision to be a home for everyone – artists and audiences
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.





Equity, Diversity and Inclusion

The Hall supports an equal, diverse and inclusive environment for all.

We want everyone to feel that the Royal Albert Hall is a place for them, where they truly belong. To do this, diversity and inclusion must be built into everything that we do, so that it's a part of who we are. We want our programme, staff and audiences to be reflective of London and to celebrate the diversity of the communities that we serve. So we look to recruit colleagues who support these ambitions and values.

We aim to be a force for good, and we know that what we programme on our stage has the power to shift and change mindsets. We are increasing the number of global majority headliners and younger performers at the Royal Albert Hall. And we are creating new opportunities for diverse participants across the Hall team.

“I want the Hall to champion a diverse array of performers, and to attract staff and audiences that truly reflect modern Britain. There is much still to do, but we are working hard to ensure the Hall is a home for everyone.”

- James Ainscough OBE, Chief Executive





Equity, Diversity and Inclusion

We are committed to:

- Providing training on inclusivity to all staff.
- Implementing a structured and transparent framework for talent management and promotion to drive consistency, equity, and strategic workforce development.
- Reviewing our recruitment strategies to ensure that we can widen our candidate pool and further increase the diversity of our workforce.
- Leverage data-driven insights from staff engagement and pulse surveys to inform and deliver targeted interventions that cultivate a sense of belonging and high-performing team cultures.
- Establishing end-to-end reasonable adjustments processes that proactively support accessibility and inclusivity for all employees and visitors.
- Strengthening the Hall's mental health and wellbeing agenda by expanding support mechanisms and resources aligned with evolving staff and visitor needs.
- Working with our EDI staff working group to champion our initiatives. By collaborating with this group, we'll ensure our team understands and actively supports our commitment to Equity, Diversity, and Inclusion.
- Ensuring that our tours and archive properly represent the Hall's rich and diverse history.





BBC
Proms

BBC
Proms



Job description

Role: Marketing Executive (Auditorium)

Location: Royal Albert Hall

Salary: £31,500 - £35,000 per annum

Working hours: 35 hours per week

Reports to: Campaigns Marketing Manager

Direct reports: N/A

How does the Marketing and Archives team deliver the Hall's Vision?

The Marketing and Archives 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 (Auditorium) plays a crucial role in maximising tickets sales and income for the Hall's own and co-promoted events through strategic integrated marketing campaigns. Success in this role means achieving attendance and revenue targets while enhancing the Hall's brand profile, and commercial and public benefit objectives. Working closely with the wider marketing team, this position will ensure our events reach and resonate with diverse audiences, driving both sales and engagement.



Key accountabilities	Key activities/decision areas
1). Campaign Planning and Execution	<ul style="list-style-type: none">• Plan and implement marketing campaigns across all channels for own/co-promote events• Brief digital agencies on paid digital advertising and arrange media bookings• Ensure campaigns align with overall strategy set by the Senior Brand and Campaigns Manager• Manage and plan budgets to ensure campaigns for own-promote events meet financial targets• Ensure all communications reflect the Hall’s brand values and guidelines
2). Cross-Team Collaboration	<ul style="list-style-type: none">• Work with Digital Marketing team to develop promotional content and ensure all digital communications are optimised for own/co-promote campaigns• Collaborate with Press team for integrated and complimentary PR campaigns• Ensure Programming team is informed of own/co-promote campaigns• Team up with the other members of the Campaigns team to share knowledge and ensure campaigns are complementary• Collaborate with the Destination Marketing Manager to position Hall’s full range of products• Partner with the Insights Manager to utilise data on previous bookers to inform future campaigns



Key accountabilities	Key activities/decision areas
<p>3). Audience Development</p>	<ul style="list-style-type: none"> • Implement grassroots audience development campaigns relevant to the Hall's programme
<p>4). Reporting and Evaluation</p>	<ul style="list-style-type: none"> • Record and report on marketing activity success and ROI • Feed into campaign evaluations • Implement learnings in future activity • Communicate promotions internally to relevant staff

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



Skills and Abilities	
Criteria	Requirement
Excellent IT/PC skills with Microsoft Office packages	Essential
Knowledge of design programmes (Adobe InDesign, Photoshop)	Desirable
Experience using Google AdWords	Desirable
High level of numeracy (GCSE grade C or equivalent in mathematics)	Essential
Excellent IT/PC skills with Microsoft Office packages	Essential

Behavioural attributes	
Criteria	Requirement
Confident, enthusiastic, self-motivated individual with organised and methodical approach	Essential
Imaginative, creative personality who is 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



Behavioural attributes	
Criteria	Requirement
Enthusiastic team player with the ability to work with initiative and maturity.	Essential
Awareness and interest in live music and performance.	Essential

The job description above 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.

Note:

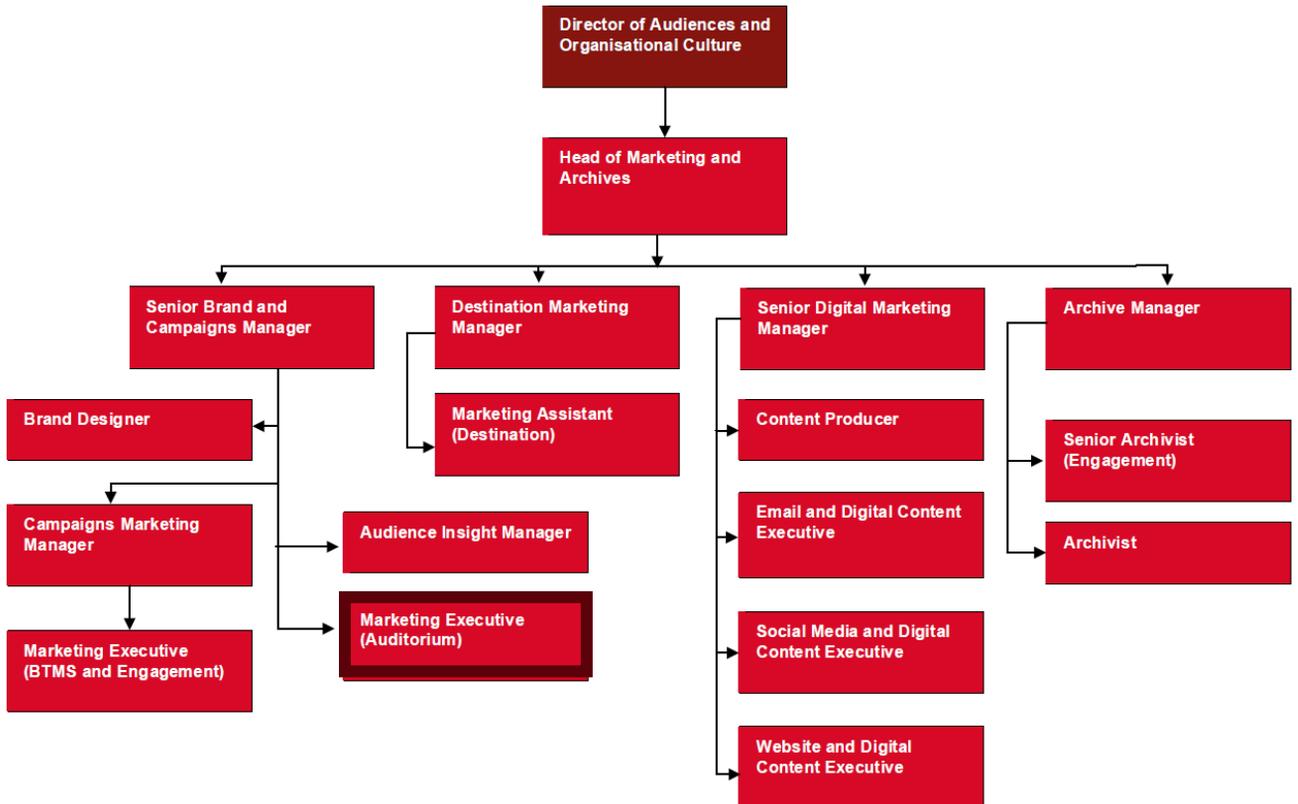
Essential criteria refer to the minimum skills, abilities, knowledge, experience, and professional qualifications required for the role. These are non-negotiable and individuals who do not meet these basic requirements cannot undertake all the duties required for this role.

Desirable criteria are those that are important, but not essential for an individual to perform the duties of the role. They are criteria that an individual can develop while they are in post through training and other developmental type activities.



Department chart

Marketing and Archives





Your 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 I listed building, and that you immerse yourself in the Hall's culture. This means exploring our historic building where history has unfolded for over more than 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 events.

Embracing your team's working pattern, whether hybrid or on-site only, is essential to ensuring a smooth transition and a successful start. The magic happens in our building, so it's vital that you have a regular on-site presence to support us in creating the amazing.



Royal Albert Hall

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:

Week commencing 30 March 2026.

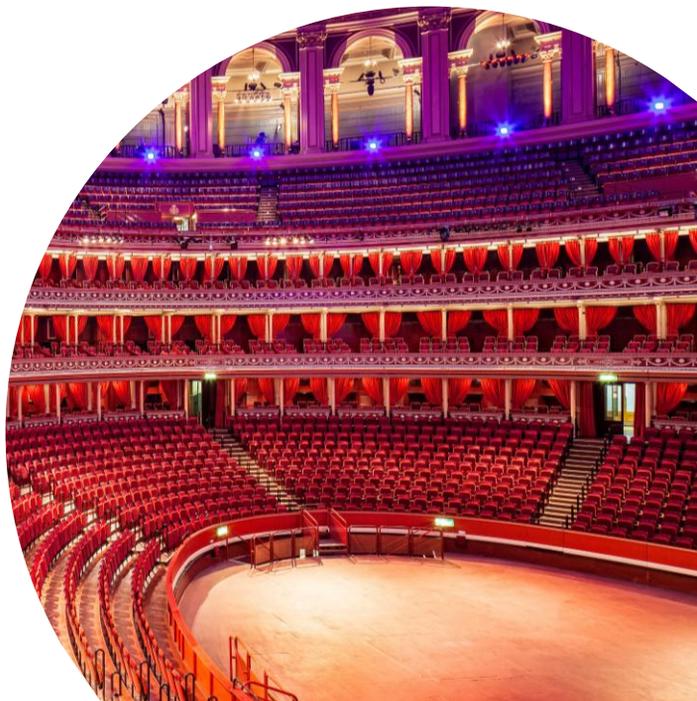
Second round interviews:

Week commencing 6 April 2026.

The closing date for applications is **23:59 on Sunday 22nd March 2026.**

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. 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

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, these are the 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.



Life assurance

This is 6 x your basic salary.

Care first

Employee assistance programme

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

Aviva DigiCare+

Mental health and wellbeing app

Access to expert care and tailored resources – helping you stay well and feel supported.



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.



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.





Royal Albert Hall
royalalberthall.com

Kensington Gore
London, SW7 2AP



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