



Royal Albert Hall

Information for Candidates

# Recruitment Pack

## Marketing Assistant (Destination)





# Welcome

**From Shahira Ahmed, Destination Marketing Manager**

Thank you for your interest in the Marketing Assistant (Destination) role and the Royal Albert Hall's Marketing and Communications team.

This is an exciting opportunity to work on engaging marketing campaigns, creating accessible content and supporting me in promoting food and beverage, tours, retail, philanthropy, hospitality, partnerships, archives and other non-event-based activity at the Hall. As well as promoting the Hall's charitable work and vision of creating breath-taking moments and lasting memories for everyone.

Please attach a cover letter to your application demonstrating how you meet the person specification detailed in the job description, along with why you want to work at the Royal Albert Hall.

Good luck with your application.



# 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.







Royal Albert Hall

# 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.









# Job description

**Role:** Marketing Assistant (Destination)

**Location:** Royal Albert Hall

**Salary:** £27,000 per annum

**Working hours:** 35 hours per week

**Reports to:** Destination 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.

## How does the Marketing team deliver the vision?

The Marketing 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, embedding our culture and our history into our communications.

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

This is an integral role in the mini Destination team but also the wider Marketing and Communications team. Success in the role would mean delivering engaging campaigns that encourage people to see us a place to be.



Key accountabilities	Key activities/decision areas
<b>1). Campaigns</b>	<ul style="list-style-type: none"><li>• Support the Destination Marketing Manager with the implementation of campaigns across all marketing channels to increase food and beverage sales and awareness of the Hall's restaurants, bars and event areas.</li><li>• Work closely with the Marketing Campaigns team to ensure that food and beverage offerings are integrated into marketing campaigns for the Hall's own-promoted events including beyond the main stage events where appropriate.</li><li>• Use the Hall's analytics platforms to monitor the impact of marketing activity and to record and report the activity and financial success of campaigns to the relevant teams.</li></ul>
<b>2). Email</b>	<ul style="list-style-type: none"><li>• Working with the Email Marketing Executive to create destination Marketing and Customer emails and using the Hall's CRM (Tessitura) to generate relevant lists of email addresses for specific campaigns.</li><li>• Support the Destination Marketing Manager and Email Marketing Executive in proof-reading and scheduling Customer emails created by internal stakeholders.</li><li>• Work with the Email Marketing Executive to obtain monthly stats on newsletter figures, open rates and click throughs for F&amp;B, retail and other non-event based content.</li></ul>
<b>3). CRM and socials</b>	<ul style="list-style-type: none"><li>• Maintain and create webpages on the Hall's content management system to ensure the Hall's website best showcases our visitor experience.</li><li>• Maintain the Hall's profile on external websites and other online platforms like Tripadvisor as required.</li><li>• Support the Social Media and Content Executive to promote the Hall's activities with content ideas. Create content and draft copy for Destination posts on social media, and support with analysis and following social media trends.</li></ul>





Key accountabilities	Key activities/decision areas
<b>4). Marketing and design requests</b>	<ul style="list-style-type: none"><li>• Provide marketing support to the Archives and Philanthropy teams.</li><li>• Support the Visitor Services team and the Brand Designer with customer communications requests, including accessibility information, signage and asset creation.</li><li>• Work closely with the Destination Marketing Manager and Brand Designer on asset creation and sign off for digital, print, screens, leaflets, external poster sites and signage.</li><li>• Support the Hospitality team in B2B marketing, room hires and upselling private boxes and catering.</li><li>• Support the Tours team in marketing tours to the public, including group tours and tour packages.</li><li>• Collaborate with the Press team to resource and invite influencers to attend Destination activities at the Hall, reporting on any relevant metrics post-visit.</li></ul>
<b>5). Admin</b>	<ul style="list-style-type: none"><li>• Keep track of upcoming performance announcements, setting up and maintain Box Catering order slots on Preoday to coincide with show on-sales.</li><li>• Liaising with external suppliers to fulfil product orders and media placements upon request of the Destination Marketing Manager, raising purchase orders when required.</li><li>• Any other duties which may be reasonably requested by the Destination and Brand Marketing Manager or Head of Department</li></ul>



## Qualifications and Experience

Criteria	Requirement
Experience with email marketing tools (e.g. WordFly or Mailchimp)	Essential
High level of computer literacy including Microsoft Office	Essential
High level understanding of effective social media marketing and an extensive knowledge of social media platforms (mainly Instagram, TikTok and Facebook)	Essential
Experience of working with a ticketing or CRM system such as Tessitura	Desirable
Experience of working with a website content management system (CMS)	Desirable
Experience of using analytics tools like Google Analytics	Desirable

## Skills and Abilities

Criteria	Requirement
Impeccable written English	Essential
Ability to prioritise tasks	Essential
Very organised and able to complete admin/detail orientated tasks efficiently	Essential
Excellent editing skills with exceptional attention to detail and consistency, especially when undertaking repetitive work	Essential



Ability to work independently with minimal supervision as well as part of a small team	Essential
A logical, thorough and detailed approach to planning and managing tasks	Essential
Some knowledge of HTML	Desirable
Adobe Creative suite experience	Desirable
Experience using a DSLR	Desirable

<b>Behavioural attributes</b>	
<b>Criteria</b>	<b>Requirement</b>
Good communication skills	Essential
A keen interest in the arts/popular culture and some knowledge of the Hall's history of events	Essential
A positive and proactive attitude	Essential
Able to work well under pressure and in a busy environment	Essential
A passion for marketing	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.*

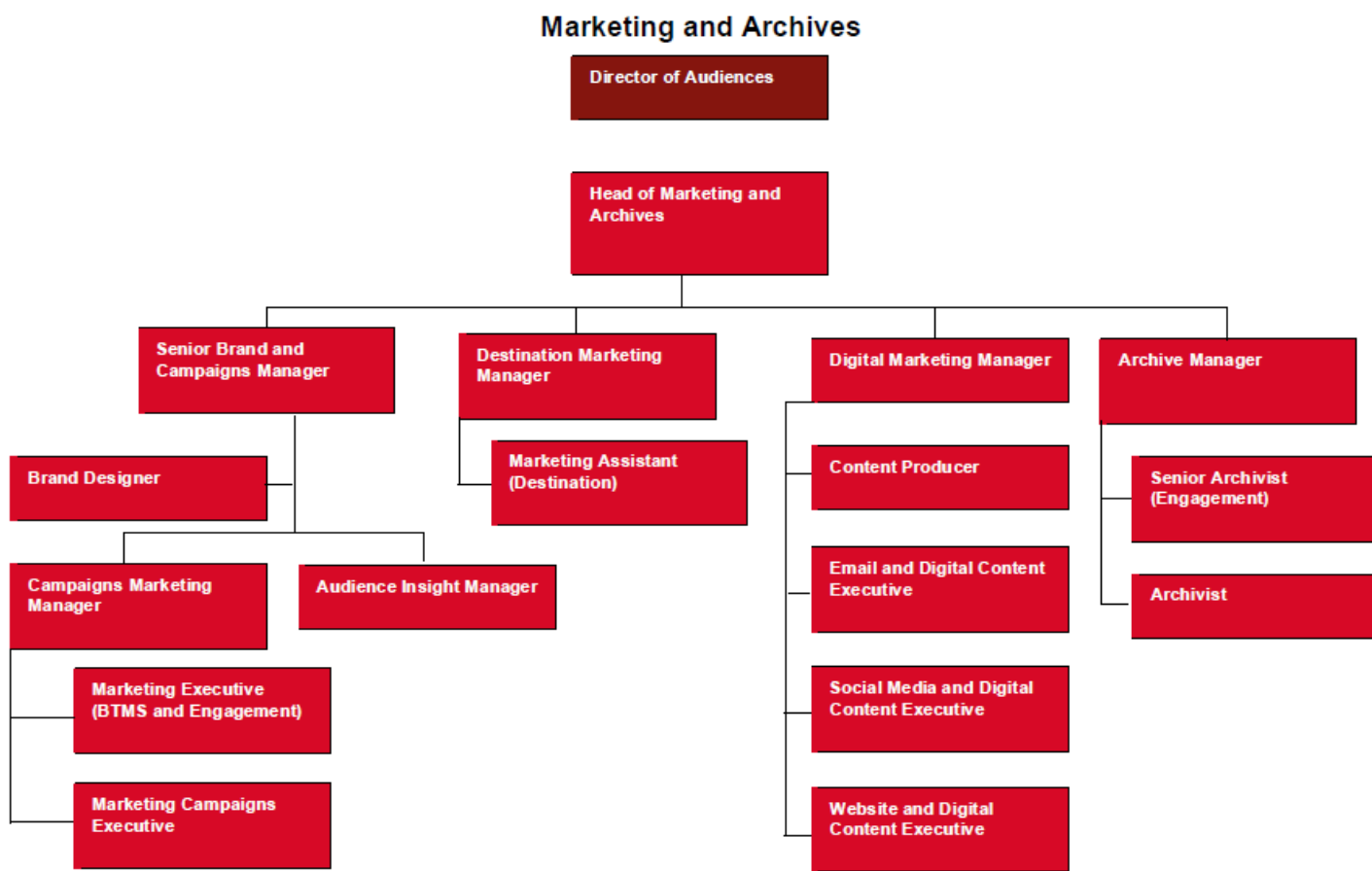
**Note:**

*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





## **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 22 September.

**Second round interviews:**

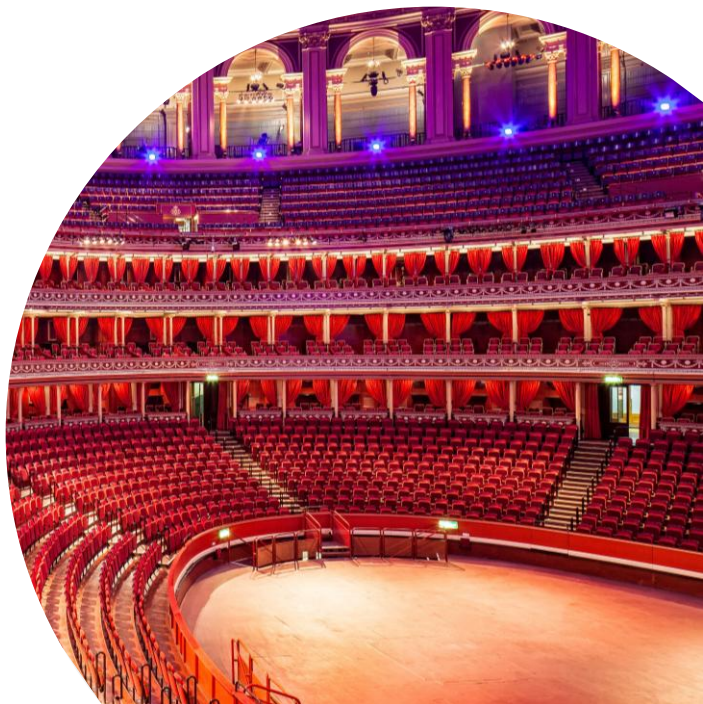
Week commencing 29 September.

The closing date for applications is 12pm on 19 September.

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

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](http://royalalberthall.com)

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