



Royal Albert Hall

## JOB DESCRIPTION

**Role:** Email Marketing Executive

**Location:** Royal Albert Hall

**Salary:** £27,000 per annum

**Reports to:** Digital Marketing Manager

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For nearly 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.

### **OUR VISION AND VALUES**

Our vision is to inspire artists and audiences worldwide with the magic of the iconic Royal Albert Hall, creating life-enriching, unforgettable experiences for everyone. The Royal Albert Hall is more than just a building. Together we are...

#### One team

Encouraging and harnessing each other's talents, valuing our differences, supporting one another and celebrating our achievements together

#### Passionate

Dedicated, creative, embracing new ideas, always seeking a better way; because together we are writing the story of the Royal Albert Hall

#### Open to all

Welcoming, warm, always professional; committed to providing as many people as possible with unforgettable experiences

### **THE ROLE**

The Email Marketing Executive has responsibility for creating, managing and analysing campaigns using the Hall's CRM database (Tessitura) and email system (WordFly) as well as analytics tools including Google Analytics. This role is responsible for using email to drive sales revenue, tell the Hall's stories, and deepen our relationship with existing customers.

### **KEY RESPONSIBILITIES**

- Manage the Hall's email marketing schedule in order to ensure that customers are contacted in an appropriate, timely and optimal way to maximise revenue and minimise unsubscribes or email fatigue.



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- Develop email templates to appeal to our target segments, tailoring images, video and copy appropriately.
- Develop personalised triggered emails which pull specific customer and booking details into pre-show emails, to make customers feel reassured and confident about what to expect about a visit to the Royal Albert Hall.
- Use email marketing to deepen our relationships with our audiences, aiming to transform people from new subscribers to customers; customers to repeat customers; repeat customers to advocates; advocates to active supporters.

### **KEY DUTIES AND TASKS**

- Support the Marketing and Communications team and the wider Hall team in email communications to customers including Friends & Patrons, Hospitality, Members, Retail and the wider ticket-buying public.
- Work closely with the Marketing Manager and Campaign Executives to support own-promote (shows presented and promoted by the Hall) and education and outreach campaigns to raise awareness and hit sales targets.
- Support external promoters in using the Hall's data and systems for solus email marketing campaigns for their shows.
- Analyse and segment the email database and implement ways to improve the targeting of all campaigns, working closely with the Insight Manager to identify and implement opportunities for database segmentation.
- Use A/B testing, expert advice and feedback from the Insight Manager to improve campaign returns.
- Continue to develop our triggered email campaigns to enhance visitor experience, promote secondary spend and gain customer insight.
- Launch new ongoing campaigns, including but not exclusively:
  - Triggered Friends & Patron renewal reminders
  - Automated re-engagement messaging
- Report on the effectiveness of campaigns for promoters and internal stakeholders.
- Set tracking rules for all colleagues undertaking digital marketing activity to follow in order to have clean, clear reporting in Google Analytics.
- Work closely with the Tessitura Development Manager to ensure our database is kept as clean as possible and our marketing lists GDPR compliant and attempt to minimise the number of disengaged customers.
- Liaise with email service providers to ensure efficient use of the platform, train users on new features and troubleshoot issues.



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- Liaise with the Digital Content Executive and campaigns team to develop ideas and content for the Hall's email campaigns.
- Keep abreast of email best practice and provide recommendations for email communication.
- Use the Hall's analytics platform to track and report on key metrics to assess the effectiveness of campaigns and the Hall's digital plan; making recommendations for significant changes to the Digital Marketing Manager.
- Any other duties which may be reasonably requested by the Digital Marketing Manager.

### **PERSON SPECIFICATION**

#### **Essential, (Skills and Experience)**

- Experience of using and building emails in an email marketing service provider (e.g. WordFly/Mailchimp)
- Experience of coding emails in HTML
- Experience of working with a ticketing or CRM system and customer segmentation
- Experience using Google Analytics to report on and inform campaigns
- A genuine passion for email marketing
- Excellent written English and editing skills
- Exceptional attention to detail and consistency, especially when undertaking repetitive work
- Ability to work independently with minimal supervision as well as part of a team
- Approachable, good communication skills and deadline-focused
- High level of computer literacy including previous experience with email and analytics tools and Microsoft Office
- A logical, thorough and detailed approach to planning and managing projects
- A keen interest in the arts/popular culture and some knowledge of the Hall's events

#### **Desirable (Skills and Experience)**

- Experience of using website Content Management Systems
- Experience of working with Tessitura (the Hall's CRM system)
- Digital marketing qualification/training

### **HEALTH & 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 & 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.