



## JOB DESCRIPTION

**Role:** Marketing Manager

**Location:** Royal Albert Hall

**Salary:** £35,000 - £40,000 per annum

**Reports to:** Head of Marketing and Communications

**Direct reports:** Marketing Campaign Executive x2

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For 150 years the Royal Albert Hall has been inspiring artists and audiences worldwide; creating life-enriching, unforgettable experiences for everyone. We began our 150th anniversary celebrations in 2021 with a number of special events continuing into 2022. We are shining a light on our past, present and future through our communications strategy and it's an exciting time to join the team at the Hall.

We are a very busy venue and in a normal year the Hall hosts 400 events in the main auditorium and around 1000 in other smaller spaces and off-site through our engagement programme. The Hall is a charity and stands true to its original purpose of promoting the Arts and Sciences, maintaining our 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

This is a key role for the organisation, managing and developing creative co-ordinated marketing campaigns for the Royal Albert Hall. Reporting to the Head of Marketing and Communications, the Marketing Manager is responsible for promoting the Hall's events and services with a focus on the Hall's own-promotes (shows presented by the Hall as opposed to external hires) of which there are around 80-90 events in the auditorium and hundreds in smaller spaces each year. The Marketing Manager is responsible for maximising revenue generation and attendance across the programme. They lead on planning and delegating campaign activity to the Marketing Campaigns Executives and they are also responsible for co-ordinating activity across the department including website updates, email, social media and content curation, insight and print.



## **KEY OBJECTIVES**

- To develop strategic and creative marketing plans which successfully promote the Hall's events and key messages.
- Lead the team to drive revenue through ticket sales and achieve ambitious box office targets.
- To effectively manage the Marketing Campaigns Executives, ensuring that they are supported to successfully achieve their objectives and receive regular feedback regarding their work.

## **KEY DUTIES AND TASKS**

1. Identify target audiences, conceive and plan creative marketing campaigns for the Hall's own-promote shows in the auditorium and implement these plans with the support of the Marketing Campaigns Executives.
2. Support the Marketing Campaigns Executives to plan and manage smaller campaigns and to run a marketing strategy for the Hall's smaller events and engagement programme.
3. Line management of the Marketing Campaigns Executives including regular one-to-one meetings, progress reviews and supporting their professional development.
4. Write design briefs and work with the Destination and Brand Marketing Manager and in-house Junior Designer (or external designers when needed) to create designs for show campaigns that both appeal to the target audience and promote the Hall's brand.
5. Review and optimise campaign activity in light of sales figures and digital data.
6. Work with the Press Manager to create integrated press and marketing campaigns.
7. Work with the Digital Marketing Manager and Digital Content Executive to plan engaging digital content to support campaigns and to ensure that the Hall's digital platforms are used to maximise ticket sales.
8. Work with the Email Marketing Executive to plan the inclusion of own-promote shows in our email schedule and to ensure the targeting and content of these emails maximises engagement and sales.
9. Manage our media agency and digital advertising agency to strategically plan and book appropriate digital, print and outdoor advertising for campaigns.
10. Work with the internal team to create concise and appealing paid social adverts and Google Ads.
11. Build relationships with producing and presenting partners (from dance companies to artist management) and sponsors, keeping them up-to-date with campaign activity and advising them on how they can support the campaigns.
12. Develop strategic alliances and work with media partners that support show campaigns and increase the Hall's brand profile.
13. Effectively manage all marketing campaign budgets, ensuring that expenditure and income targets are met.
14. Work with the programming team to feed in on the pricing strategy for own-promotes and with the Head of Ticketing and Head of Marketing and Communications to manage our dynamic pricing engine.
15. Ensure that marketing communications associated with the Hall successfully promote the Hall's brand and meet brand guidelines.
16. Work with the Insight Manager to plan research and data analysis that supports and improves campaign activity and planning.
17. Work closely with other departments in the Hall, including programming and box office, to ensure campaigns are integrated and effectively communicated.



18. Arrange and/or attend relevant internal and external meetings for effective marketing communication and good working relationships.
19. Represent the Hall at industry associations, attending events to enhance networking and maintain a good understanding of the industry.
20. Stay abreast of changes in media, readership or viewing figures and industry developments.
21. Any other tasks as may reasonably be requested by the Head of Marketing and Communications

### **PERSON SPECIFICATION**

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

- Demonstrable experience of conceiving, planning and implementing creative marketing campaigns in an arts environment
- Line management experience
- Experience of planning cross-media advertising campaigns including digital advertising, print press and outdoor
- Significant experience of managing budgets and working to ambitious sales targets
- A strong understanding of digital media and paid social advertising
- Experience of writing design briefs and managing the design process
- Imaginative and creative
- Strong written and verbal communication skills
- Excellent copywriting and proofreading skills
- Works well under pressure, in a busy environment
- An effective delegator, capable of prioritising tasks and motivating a team
- A positive and proactive individual and a team player
- Ability to build strong working relationships with internal and external stakeholders
- Strong IT skills
- Strong analytical skills and an ability to interpret data to improve campaign activity and results
- An interest in music and/or the performing arts and a passion for the Royal Albert Hall

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

- Marketing qualification
- Experience of Tessitura
- Experience of working in a live performance venue
- Strong industry contacts

### **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.