



RECRUITMENT OF MARKETING MANAGER

Position title:	Marketing Manager
Reports to:	Chief Executive
Salary:	£24,000 - £26,000
Location:	London, UK

Brief description:

The Academy of St Martin in the Fields seeks an ambitious and pro-active individual who will maintain and develop the Academy brand. This will include the strategic planning of the annual marketing programme for concerts in London and building up a tool kit for promoters and presenters around the world. The Marketing Manager also develops and co-ordinates the Academy's online and digital presence.

Key responsibilities:

- Work with the Chief Executive to plan the strategic annual marketing programme for the Academy.
- Facilitate the creation and distribution of a season brochure that can be used both locally and internationally.
- Design and lead marketing campaigns for all self-promoted concerts, generally in London, including design of leaflets and posters and distribution of marketing materials.
- Take responsibility for the ticketing of all London concerts including on-sale dates, complimentary ticket requests, monitoring sales and ensure all associated tasks are carried out swiftly and accurately.
- Liaise with and oversee the work of external designers and marketing suppliers such as printers.
- Manage all marketing related enquiries from promoters, including responses to requests for interviews, marketing materials etc.
- Maintain and update the Academy's website and to design and create new content, working with our external web designer.
- Develop a strategic annual programme of podcasts and video content for the Academy website.
- Maintain and develop new media initiatives such as the Academy's presence on Twitter, Facebook and YouTube.
- Work with the Academy's PR team, Rebecca Driver Media Relations, to develop the profile of the Academy across all forms of media.
- Maintain and keep updated the Orchestra's biography and other marketing materials including photographs.
- Devise new audience development initiatives as agreed with the Chief Executive.
- Provide general support to other senior staff as required.
- Oversee print materials design and production for all other departments.

Essential:

- A pro-active attitude and an ability to work independently.
- Well organised, able to work to multiple deadlines and to prioritise efficiently.
- Meticulous attention to detail.
- Educated to degree level or equivalent.
- A minimum of one year's marketing experience, preferably within an arts organisation.
- First class written and verbal communication skills including knowledge and understanding of communication through social media forums.

Desirable:

- Experience of using content management systems particularly Wordpress would be an advantage.
- An interest and passion for classical music.

Benefits and terms:

Salary £24 -26,000 per annum, depending on experience.

25 days holiday per year plus public holidays.

Full time position with 8 weeks' notice, first three months probationary.

Enrolment in the Academy's income protection plan and pension plan.

Part-time work, for *pro rata* remuneration and holiday, would be considered for an exceptional candidate.

Closing date for applications: Thursday 6 April 2017

To apply:

Interested applicants should submit a CV with covering letter addressed to Alan Watt, Chief Executive, care of Jo Harvey, Concerts and Administration Assistant, at joannaharvey@asmf.org. For more information please contact Jo Harvey on 020 7702 1377.