

Recruitment of Marketing & Communications Manager

Position title:	Marketing & Communications Manager
Reports to:	Chief Executive
Salary:	£28,000 - £32,000
Location:	London, UK

The Academy of St Martin in the Fields seeks an experienced and pro-active Marketing & Communications Manager to support and develop the Academy brand. This will include the strategic planning of the annual marketing programme for concerts in London and enhancing the tool kit for promoters and presenters around the world. The Marketing Manager also develops and co-ordinates the Academy's online and digital presence.

The Academy of St Martin in the Fields is one of the world's leading chamber orchestras, with an enthusiasm for fresh interpretations of orchestral music. Founded by Sir Neville Marriner we are now led artistically by American, virtuoso violinist Joshua Bell. We are based in London but as one of the UK's leading cultural exports a significant proportion of our performances are in the USA, Germany and around the world.

Key responsibilities

Marketing & Communications

- Work with the Chief Executive to plan the strategic annual marketing and communications 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, concert programmes and distribution of marketing materials. On average the Academy presents two to three concerts annually in London.
- 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, Instagram 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.
- Oversee print materials design and production for all other departments, including auction brochures.

General

- Attend concerts and additional events as a representative of the orchestra, working out of normal office hours as necessary.
- Work co-operatively with other members of staff across all departments by developing and maintaining positive working relationships.
- Be aware of and ensure compliance with guidance around use of personal data (GDPR).
- Build and maintain networks with marketing and communications colleagues in the arts sector.

Personal Specification

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

Terms

Full time, permanent contract

25 days holiday per year, plus public holidays

Three month probationary period

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

To apply, please email your CV and covering letter by **Friday 11 January 2019** to:

Hattie Rayfield – hattierayfield@asmf.org or by post to:

Academy of St. Martin in the Fields

The Griffin Building

83 Clerkenwell Road

London EC1R 5AR

If you would like to talk to someone about the role, please contact; Alan Watt, Chief Executive, on 020 7680 8892 or at alanwatt@asmf.org.