



Marketing Officer

Job description and person specification

Summary

Investec Opera Holland Park is an opera company with a unique voice. Based in Kensington, we present an annual festival of fully staged productions in a setting that combines the best aspects of urban and country house opera under one roof. All year round we present performances, discussions and cultural events in partnership with local venues, unlocking the world of opera. Through accessible pricing, education and outreach programmes and family events we bring critically acclaimed work to the widest possible audience.

We believe that everyone should have access to the finest live musical and theatrical experiences, regardless of age, income or education. As an independent charity our mission is to break down the traditional barriers to experiencing opera, and to present this four hundred year-old art form as an open, living and breathing entity to everyone in our local community and beyond. We pride ourselves on a uniquely welcoming atmosphere, on adventurous artistic planning, on a tradition of presenting unusual works, and on our history of nurturing and developing the talents of singers, directors, conductors, designers and technicians.

Our key aims

- To deliver a dynamic summer season of operas and year-round cultural events
- To build on our reputation as London's most welcoming opera company
- To stimulate and support a love for opera through our *Inspire* education and outreach programme
- To identify and develop emerging talent
- To maintain accessible pricing for all members of the community through development, fundraising, and individual and commercial sponsorship

www.operahollandpark.com

Marketing Officer

Reports to: Marketing and PR Manager

Main Purpose of the Job

A creative thinker with a can-do attitude, the Marketing Officer is responsible for leading and executing key aspects of Opera Holland Park's marketing activity, most importantly our digital content and our social media channels. An important member of the marketing and communications department at Opera Holland Park, the Marketing Officer supports the Marketing and PR Manager in the delivery of campaigns and audience development strategies to drive sales for the company and develop our brand.

They will play a strategic role in the development of our email marketing activity and digital content. Working within our CRM database system, Tessitura, they will help to ensure that events and campaigns are correctly set up and operational, undertaking training where necessary.

This is a perfect position for a culture-loving, experienced arts marketing professional, looking for the next step in their career.

Digital marketing and content

Create engaging content, including videos, blogs, podcasts and social media campaigns, to build our brand, drive sales and increase awareness of the organisation, working closely with our Research and Repertoire Consultant

Manage and monitor our Facebook, Twitter and Instagram social media channels, writing engaging copy, creating content and working collaboratively with other departments

Track and analyse social media engagement, website traffic and undertake other evaluation of digital activity, providing regular internal reports and adjusting schedule and content according to findings

Create, develop and manage the Digital Content Strategy, evaluating its success each year in order to inform future direction

With the Marketing and PR Manager, ensure the OHP website is kept up to date, suggesting and implementing improvements so that the website effectively supports our current marketing campaigns

Identify new trends in digital marketing, undertake market research and evaluate new technologies

E-communications and CRM Support

Play a lead role in Opera Holland Park's CRM strategy by overseeing all aspects of our email marketing including copywriting, design, scheduling and audience segmentation

Work closely with other departments to manage the schedule of e-communications to all of our audiences

Oversee a design refresh and brand guidelines for our email templates and ensure that these guidelines are adhered to across all departments

Design and implement all marketing emails via Wordfly, creating compelling marketing copy to drive sales for our upcoming events and productions

Work with the Marketing and PR Manager, Box Office team and Database and Ticketing Manager to ensure that all events and campaigns are correctly set up and fully operational on Tessitura

Attend and contribute to the understanding, training and proper use of Tessitura through attendance at the Tessitura Users Group

General

Support the Marketing and PR Manager in the planning and implementation of creative marketing campaigns for productions, concerts, events and memberships at Opera Holland Park

Research market trends to inform campaigns and brainstorm ideas

With the Marketing and PR Manager, manage the creation of various marketing print for the organisation, including the mailing brochure, flyers and posters; help to organise mail-outs and distribution runs according to audience development targets

Approach like-minded organisations for collaborative marketing opportunities

Be a brand ambassador and help to ensure that all communications support and adhere to our Writing Style Guidelines; proofread and review marketing materials before publication

Attend and help out at key events for the company, including First Nights and other shows throughout the season, looking after press, guests and other key stakeholders; represent the organisation and perform social media duties, as required

Work with the OHP's PR agency to support aspects of its work and respond to enquiries promptly, professionally and positively

Other

Work on other projects and activities as required and play an active role in achieving the aims and targets of the organisation

Key Relationships

Marketing and PR Manager
Head of Communications and Development
Box Office Supervisor
Development Officer
Senior Production Assistant
Events and Visitor Services Manager
Database and Ticketing Manager

Person Specification

Essential	Desirable
Minimum two years experience in a busy arts marketing or related department	Experience of using a CRM database system, preferably Tessitura
Creative mind-set and can-do attitude	Experience of using video editing software
Experience of implementing digital marketing campaigns according to sales targets or audience development objectives	Experience of using design software including Adobe Photoshop and InDesign
Knowledge of email marketing, website content management systems and social media	Enthusiasm for and knowledge of opera
Excellent copywriting skills; strong communication skills, both written and verbal	
Enthusiasm for the work that OHP does and the wider cultural sector	
Strong sense of initiative	
Ability to prioritise and work to tight deadlines, remaining calm under pressure	

Hours

40 hours per week. Due to the nature of the role, evening and weekend work may be required, particularly during the summer season, for which time off in lieu will be granted.

Location

Central London (Kensington)

Salary & Benefits

£21,000-£24,000, depending on experience
Holiday: 22 days plus 8 days for statutory holidays
Interest free loan for travel-card within zones 1 & 2 in London
Workplace pension scheme
Professional development opportunities

Application

To apply for the role, email your CV with a covering letter supporting your application for the role to: info@operahollandpark.com.

Closing date: 10am on Friday 15 December
Interviews: w/c Monday 18 December