



ROYAL OPERA HOUSE

JOB DESCRIPTION

Title: Senior Marketing Officer

Reports to: Senior Marketing Manager

Main purpose of the job

To develop and maintain a good understanding of the overall objectives for the Marketing team, promoting our artistic programme and our brand strategy, including promoting the ROH as a cultural destination

To manage a portfolio of work to deliver marketing communications for a range of products, across multiple channels; the portfolio currently includes promoting ticket sales for the Linbury Theatre, our Food and Beverage offering, ROH Retail, ROH Tours and Learning and Participation events

To build strong stakeholder and partner relationships both internally and externally

To uphold a culture of continuous development and continuous improvement

Main Responsibilities

Working to priorities set by the Senior Marketing Manager:

- Develop and implement marketing communication strategies and campaigns to support promotion The Royal Opera House's diverse public offer working across multiple channels
- Project manage campaigns to ensure lead times and deadlines are communicated as required to enable timely delivery and budgets and allocated resources are well managed
- Brief and commission marketing campaign assets for assigned projects.
- Assist the Senior Marketing Manager and Marketing Manager in the roll out of other campaigns.
- Work with the ROH's media buying agency to devise advertising strategies, select appropriate media placements in line with target audiences, and optimise campaigns.
- Work with the Social Media, Website and CRM teams to ensure appropriate marketing for assigned projects via organic channels
- Create marketing reports, track effectiveness of marketing activity and monitor ROI
- Ensure appropriate standards are maintained and that The Royal Opera House brand is adhered to across all marketing materials and campaigns

- Other duties as allocated by the Senior Marketing Manager to ensure smooth running of the team and its workload

Relationship Management

- Develop strong relationships and work closely and collaboratively with internal stakeholders to ensure high quality and consistent work on all designated campaigns
- Partner with other Audiences and Media teams, and other internal stakeholders to agree brand and marketing objectives, manage progress and deliver outcomes to given objectives
- Work with designated media agencies as needed, providing briefs, supporting meetings and track progress to KPI's
- Work collaboratively with other team members, in house creative and digital teams, and service owners for digital products, as needed to ensure sharing of information and briefs for any requested products or assets

Continuous Improvement

- Play an active role in the team, contributing to the efficient running of department operations
- Keep in touch with best practice, trends and new technologies or tools relevant to the sector and the role
- Contribute to a culture of innovation and continuous improvement
- Manage own learning and continuous professional development relevant to the role; undertake any training if needed
- Uphold ROH values and behaviours: Treat each other with **R**espect | Be **O**pen | Value the **H**ighest Standards
- Promote and foster a culture of information sharing, collaborative working and team working

Key Performance Indicators

- Delivery of accurate work and work to a high standard
- Work effectively to agreed objectives, targets, priorities and timelines
- Demonstrate a good standard of skills and knowledge of ROH systems and relevant technology
- Uphold department policies and procedures, including brand standards and Data Protection standards
- Effective team working and sharing of information as required
- Effective communication and relationship management

PERSON SPECIFICATION

Marketing Campaigns

- A developing track record of working in Marketing Communications to support innovative or major brands
- Experience of delivering advertising or marketing communications campaigns across multiple channels to promote events, products or services
- Experience of reviewing campaign progress and measures of success
- Ability to analyse and optimise campaigns in order to make them as effective as possible
- An interest in understanding critical success factors in a campaign and ability to take a creative and innovative approach to maximise success

Workload Management Skills

- Strong organisational skills with the ability to prioritise your own workload and meet deadlines
- Ability to work towards objectives set and consistent performance under pressure
- Excellent attention to detail and accuracy with strong proofreading ability
- Highly competent user of Microsoft Office suite and preferably a variety of platforms
- Ability to deliver accurate work under pressure

People Skills

- Excellent communication skills, with a high standard of written and verbal English
- Effective relationship management skills; able to deal effectively with a wide range of stakeholders and at all levels internally and externally
- Experience of working effectively with multi-disciplinary teams
- Professional and confident manner with a high standard of customer care and responsiveness

Continuous Improvement

- Ability to work to and support a culture of continuous improvement
- Commitment to managing own learning and continuous professional development relevant to the role

Note: This Job Description reflects the current situation. It does not preclude change or development that might be required in the future.