



ROYAL
OPERA
HOUSE

JOB DESCRIPTION

Title: Marketing Manager

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 all content, across multiple channels; the portfolio currently includes some campaigns for ticket sales for the main stage, ROH Cinema and promotion of membership and fundraising appeals

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:

Campaigns and Marketing Communications

- 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
- 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

- Manage all communications from brief to delivery, including peer reviews and ensuring quality assurance
- 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, the artistic companies and other internal stakeholders to agree brand and marketing objectives, manage progress and deliver outcomes to given objectives
- Work with designated media agencies, 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
- Develop an overall awareness and understanding of peer activities and campaigns in the sector
- Deputise for the Senior Marketing Manager when required

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 **Respect** | Be **Open** | Value the **Highest Standards**
- Promote and foster a culture of information sharing, collaborative working and team working

Key Performance Indicators

- Meeting objectives and targets set for marketing campaigns
- Delivery of accurate work and work to a high standard
- Work effectively to agreed 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 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
- Ability to understand the critical success factors in a campaign and take a creative and innovative approach to maximise success

Project Management Skills

- Experience of working successfully to given priorities and operational targets
- Strong planning, project and progress management skills with ability to prioritise and meet deadlines
- Ability to work effectively within given budgets, resources and targets
- Experience of working with suppliers, partners and internal service teams, and maintaining a consistent high level of service
- Consistent performance 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 and managing external suppliers/agencies
- 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