



ROYAL  
OPERA  
HOUSE

## **JOB DESCRIPTION**

**Title:** Marketing Officer

**Reports to:** Marketing Manager

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### **Summary**

The Royal Opera House is the one of the world's most celebrated theatres and the home of The Royal Ballet, The Royal Opera and The Orchestra of the Royal Opera House.

The Royal Opera House's Audiences and Media Department plays a vital role in the success of the Royal Opera House, telling the story of the organisation and encouraging people engage with us – whether by attending a performance, seeing a live screening at the cinema, streaming a performance online, or coming in to enjoy the shop, bars, and restaurants in our iconic Covent Garden building.

In this key role as Marketing Officer, you will be responsible for developing and implementing campaigns to promote the Royal Opera House's diverse offer to the public, encouraging ticket sales, developing our audiences, and promoting our online offer.

### **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.

To deliver marketing campaigns promoting the Royal Opera House public offer. The role will support the delivery of marketing campaigns for box office tickets, the Royal Opera House's cinema offer, and the promotion of tours and events.

To build strong stakeholder and partner relationships both internally and externally

To uphold a culture of continuous development and continuous improvement.

## **Main Responsibilities**

- Develop and implement marketing campaigns to support promotion The Royal Opera House's diverse public offer
- 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 members of the Marketing team in the roll out of campaigns
- Work with the Royal Opera House'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 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 teams within the Audiences and Media department, and other internal stakeholders to manage progress and deliver outcomes to given objectives
- Work with designated media agencies, providing briefs, attending meetings, and tracking progress to KPIs
- 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 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
- Experience of delivering marketing campaigns 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
- Data-driven with experience of using campaign performance data to optimise results
- A commercial mindset and drive to deliver return on advertising investment

### ***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
- Ability to deliver work to a high standard while 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.*