



ROYAL
OPERA
HOUSE

JOB DESCRIPTION

Title: Acquisitions Marketing Manager

Reports to: Senior Marketing Manager

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 the iconic Covent Garden building.

In this key new role of Acquisitions Marketing Manager, you will be responsible for driving subscriptions for the Royal Opera House's new streaming platform, due to be launched in October 2022. The Royal Opera House Stream will give subscribers access to world-class opera and ballet, anytime, anywhere.

Main purpose of the job

To manage the delivery of campaigns to drive audience acquisition and retention for the Royal Opera House's new streaming platform.

To deliver to the overall objectives for the Marketing team, promoting our artistic programme and our brand strategy.

To build strong stakeholder and partner relationships both internally and externally

To uphold a culture of continuous development and continuous improvement.

Main Responsibilities

Marketing / advertising campaigns

- Develop and implement marketing/ advertising campaigns to drive subscriptions for The Royal Opera House's new streaming platform, due to launch in October 2022.
- Develop short- and long-term marketing/ sales strategies focusing on acquisition and retention, to measurable KPIs
- Use a data focused approach to identify best prospects and customers at risk of unsubscribing
- 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 to campaigns
- Implement an efficient sales management process cycle, using CRM systems and data collection to analyse results and identify opportunities to improve sales and processes
- Develop brand partnerships to drive product awareness and new trial subscriptions
- 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
- Collaborate with the Digital Products and Website teams to ensure that advertising strategies align with the editorial approach on the platform
- 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

CRM and email

- Work collaboratively with the CRM team to develop a strategy to drive subscriptions, maintain engagement and prevent churn through email campaigns
- Develop customer email journeys to maximise profit and engagement, using a best next action framework

Reporting and Analysis

- Track and report on sales, expenditure, churn rates, customer lifetime value etc, and use this data to inform campaign strategy
- Create reports, track effectiveness of marketing activity and monitor ROI
- Ensure campaigns are informed by insight from data
- Analyse and report on the performance of campaigns and provide insight across departments
- Utilise learnings to develop future campaigns and strategy

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
- Develop partnerships with external brands to help drive subscriptions
- 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 | **B**e **O**pen | **V**alue the **H**ighest Standards
- Promote and foster a culture of information sharing, collaborative working and team working

Key Performance Indicators

- Meeting set sales KPIs for the platform
- 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 and sales campaigns

- A strong track record of working on marketing acquisition campaigns to deliver sales and/or subscriptions
- Excellent experience of running advertising campaigns and an understanding of the roles different channels play in driving acquisitions
- A drive to meet and exceed sales targets
- Experience of reviewing campaign progress and measures of success

- An interest in understanding critical success factors in a campaign and an ability to take a creative, innovative and agile approach to maximise success
- Data-driven with experience of using campaign performance data to optimise results
- Being flexible to explore new business and partnership opportunities
- Having a creative and entrepreneurial approach to growing the platform and its profitability
- Experience of working with digital product subscriptions would be beneficial

CRM/ email

- Experience of working with CRM systems and developing acquisition and retention strategy for email
- Experience of using CRM data to identify best prospects and most appropriate audience journeys

Reporting and Analysis

- Ability to analyse and optimise campaigns to make them as effective as possible
- A solid understanding of the key metrics associated with acquisition and retention campaigns and the ability to translate these metrics into meaningful insight for key stakeholders
- Experience of tracking profit, expenditure, churn rates, and return on ad spend
- Experience of using data insights to inform campaign strategy and optimisation

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
- Ability to work collaboratively across multi-disciplinary teams with multi-disciplinary teams; able to deal effectively with a wide range of people and at all levels internally and externally

- 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.