

JOB DESCRIPTION

Title: Senior Marketing Manager: Campaigns

Reports to: Head of Sales & Marketing

Summary

At the Royal Ballet and Opera, we are making the extraordinary for everyone. Inspiring imagination and igniting emotion. We are a cultural powerhouse, bringing together two world-class performing companies in one of the UK's leading arts institutions. Based at the Royal Opera House in the heart of London's Covent Garden, our work is enjoyed by audiences in our two theatres and globally through our streaming platform, cinema Season and company tours.

The Royal Ballet and Opera's Audiences and Commercial division plays a vital role in the success of the Royal Ballet and Opera, driving income for the organisation, telling our story and encouraging people engage with us.

In this key role of Senior Marketing Manager: Campaigns, you will be responsible for leading the marketing campaigns team and creating marketing strategies to meet objectives of generating income through sales, changing perceptions of the organisation and driving consideration amongst new and diverse audiences.

Main purpose of the job

- Oversee all marketing campaigns (paid advertising and promotions) for the Royal Ballet and Opera
- Deliver against marketing objectives including meeting income targets; shifting perceptions of the brand and of our artforms; driving attendance from new audiences; and diversifying our audience base
- Lead the Marketing campaigns team and ensure we have a high performing team that demonstrates excellence in their area of marketing
- Manage a broad portfolio of work across the team including campaigns for the productions across our two stages, Royal Ballet and Opera in Cinemas, Royal Ballet and Opera Stream, Young RBO programme (for young people aged 16-25), Membership, the Royal Ballet and Opera's food and beverage offer and our shop.
- Uphold a culture of continuous development and improvement

Main Responsibilities

Campaigns strategy

- Develop and implement creative marketing strategies to meet our marketing objectives
- Oversee all paid advertising campaigns and promotional activity for box office, Royal Ballet and Opera in Cinemas, Royal Ballet and Opera Stream, brand, membership, and secondary income
- Work with media buying agencies to devise advertising strategies and select appropriate media placements to reach and engage target audiences
- Lead on the strategic approach to ticketing initiatives and discounting
- Establish a strategic approach to the use of first party data – working with the

Senior Marketing Manager: CRM

- Respond with agility to changes in the market, identifying new opportunities and risks

Team leadership

- Lead the Marketing campaigns team (Marketing Manager, Acquisitions Marketing Manager, Marketing Officer, Marketing Officer)
- Line manage the Marketing Manager and Acquisitions Marketing Manager
- Effectively manage the workload of the team and allocation of projects across team members
- Maintain team morale and sustain high rate of delivery at all times of the season
- Ensure we have a high performing team that demonstrates excellence in their area of marketing and that works creatively and collaboratively

Campaign management and delivery

- Oversee the delivery of campaigns across the team
- Manage advertising budgets, ensuring that marketing spend is delivering against our objectives and is being used efficiently
- Continually review and optimise campaigns to ensure that they are working as effectively as possible to meet targets
- Brief the in-house Studios team and media buying agencies on campaign and asset requirements, effectively communicating lead times and deadlines to ensure timely delivery
- Create marketing reports, track effectiveness of marketing activity and monitor ROAS
- Horizon scan for new opportunities and channels for us to promote our offer and meet our objectives
- Ensure that high standards are maintained and that the Royal Ballet and Opera brand is adhered to across all marketing materials and campaigns

Relationship Management

- Develop strong relationships and work closely and collaboratively with internal stakeholders. Effectively communicate the value and impact of marketing activity and spend to internal stakeholders
- Manage the relationship with our media buying agencies and ensure that they are delivering on priorities, against KPIs and providing excellent levels of service delivery. Expand or retender these contracts as required.
- Work with Creative Studios and Production teams on the briefing of marketing assets. Communicate results from campaigns and creative best practices to ensure that our campaign creatives are best in class and our advertising is highly effective
- Work with Finance team to forecast income through sales and marketing spend
- Build/maintain strong relationships with industry peers and bodies in order to gather sector insights and understand market context
- Work closely with the Finance team on the management and reporting for marketing budgets
- Work with the Organic Marketing (social and SEO), CRM/email Marketing, and Website teams to ensure activity on owned channels aligns with paid advertising activity and campaign priorities

Continuous Improvement

- Play an active role in the team, contributing to the efficient running of department operations
- Develop an awareness and understanding developments in marketing across and outside of the sector and champion learnings and best practice
- Ensure the team is appropriately resourced and has the right skills to deliver against our marketing objectives.
- 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
- Promote and foster a culture of information sharing, collaborative working and team working
- Manage own learning and continuous professional development relevant to the role
- Uphold RBO values and behaviours: Treat each other with Respect | Be Open | Value the Highest Standards

Key Performance Indicators

- Meeting income targets across all products
- Meeting other objectives and targets set for marketing campaigns, including audience diversification targets
- Delivery of work to a high standard
- Working effectively to agreed priorities and timelines
- Upholding department policies and procedures, including brand standards and Data Protection standards
- Effective team and relationship management

PERSON SPECIFICATION

Strategy development

- An excellent track record of delivering highly effective marketing strategies
- A drive to meet and exceed targets
- Excellent knowledge of advertising principles, channels and best practice with solid experience of delivering campaigns across a variety of different media
- Ability to analyse and optimise campaigns to drive efficiency
- Ability to understand the critical success factors in a campaign and take a creative and innovative approach to maximise success
- Experience of working on ticketed events and managing ticketing and discounting strategies would be desirable

Team leadership

- Ability to lead, inspire and motivate a team to meet and exceed targets
- Ability to manage the workload of a busy team and allocate projects appropriately to ensure best use of resources
- Experience of line management essential and experience of managing a team desirable

Campaign management and delivery

- Strong planning, project and progress management skills with ability to prioritise

and meet deadlines

- An innovative and creative approach to campaign development
- Experience of effective management of significant marketing budgets
- An agile approach – continually reviewing and optimising our campaigns to drive maximum efficiency
- Experience of working with in house or external creative teams on the briefing and the delivery of marketing assets
- Excellent analytical skills and experience of monitoring and reporting on campaign performance
- Consistent performance under pressure

Relationship management

- Excellent communication skills and effective relationship management skills; able to deal effectively with a wide range of stakeholders and at all levels internally and externally. Experience in a complex organisation would be advantageous.
- Experience of working with suppliers, partners and internal service teams, and maintaining a consistent high level of service

Continuous Improvement

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

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