



JOB DESCRIPTION

Title: Marketing Officer

Reports to: Marketing Manager

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 to engage with us.

In this key role of Marketing Officer, you will sit within the Marketing Campaigns team (part of the wider Marketing and Sales department). Reporting into the Marketing Manager, you will work alongside one other Marketing Officer to oversee the development and implementation of paid marketing campaigns for main stage and Linbury Theatre productions, with a focus on meeting or exceeding financial targets and meeting key audience development objectives.

Main purpose of the job

- To deliver marketing campaigns promoting the Royal Ballet and Opera's public offer. The role will support on the delivery of marketing campaigns for Box Office tickets. It will also manage the promotion of the Royal Ballet and Opera's membership campaigns, and in-house activities such as Tours.
- To develop and maintain a good understanding of the overall objectives of the Marketing team, including 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 improvement.

Main Responsibilities

Campaign Delivery

- Deliver paid marketing campaigns to support the promotion of the Royal Ballet and Opera's diverse range of Box Office, destination and membership activity.
- Ensure lead times and deadlines for all campaigns are communicated as required, and closely manage delivery timelines, budgets and allocated resources.
- Brief and commission marketing campaign assets for assigned projects.
- Assist other members of the Marketing team in the roll out of campaigns.
- Work with the Royal Ballet and Opera's media buying agencies to devise advertising strategies, select appropriate media placements to reach target audiences and effectively optimise campaigns.
- Implement an effective influencer strategy to reach target audiences, managing relationships with agents and individual influencers, researching new influencer contacts, working with the Box Office team to request and release tickets and managing the influencer budget.
- Evaluate and report on the success of paid campaigns, generating insights and learnings for future campaign planning.
- Ensure that all advertising campaign copy and creative is accurate and embodies the Royal Ballet and Opera's brand identity and tone of voice.
- Other duties as allocated by the Marketing Manager to ensure smooth running of the team and its workload.

Relationship Management

- Develop excellent relationships with other teams in the Marketing and Sales department to deliver truly integrated marketing campaigns.
- Develop strong relationships and work closely and collaboratively with internal stakeholders across the Royal Ballet and Opera to deliver high quality, accurate campaigns.
- Work closely with designated external media agencies, providing briefs, collaborating on strategic decision-making and tracking progress against KPIs.
- Work collaboratively with the in-house creative, comms and digital teams to ensure knowledge is shared and that content and production briefs are aligned.

Continuous Improvement

- Be a proactive team member, contributing to the efficient running of department operations.
- Keep in touch with best practice, trends and new technologies or tools relevant to the arts sector and the Marketing Officer role.
- Contribute to a culture of innovation and continuous improvement.
- Manage own learning and continuous professional development relevant to the role, and undertake any training if needed.
- Promote and foster a culture of information sharing, collaboration and team working.
- Uphold the Royal Ballet and Opera's values and behaviours: Treat each other with Respect | Be Open | Value the Highest Standards.

Key Performance Indicators

- Deliver accurate work to a high standard.

- Meet ROAS (return on ad spend) and other paid campaign efficiency targets.
- Work effectively to agreed priorities and timelines.
- Demonstrate a good standard of skills and knowledge of Royal Ballet and Opera systems and relevant technology.
- Uphold department policies and procedures, including brand and data protection standards.
- Effective team working and sharing of information as required.
- Effective communication and relationship management.

PERSON SPECIFICATION

Marketing Campaigns Experience

- A developing track record of work in Marketing.
- 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 to maximise effectiveness.
- An interest in understanding critical success factors in a campaign and the 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 set objectives and consistently perform under pressure.
- Excellent attention to detail and accuracy with strong proofreading ability.
- Ability to deliver accurate work under pressure.
- Highly competent user of Microsoft Office suite.

Communication 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 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.

Communication Skills

- 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