



JOB DESCRIPTION

Title: Marketing Manager

Reports to: Senior Marketing Manager: Campaigns

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.

This key role sits within the Marketing and Sales team which is responsible for promoting our public offer with the objectives of building positive perception of our brand, diversifying our audiences and driving revenues.

As Marketing Manager, you will be responsible for leading on the development and delivery of creative marketing campaigns to meet our objectives. This role will work across a variety of projects, including leading on the campaigns for two of our key business areas: Royal Ballet and Opera in Cinemas and Royal Ballet and Opera Stream.

Main purpose of the job

- Manage paid advertising and promotions for projects including the Royal Ballet and Opera's live cinema broadcasts and the Royal Ballet and Opera Stream (our streaming platform)
- Deliver against marketing objectives including meeting income targets and driving subscriptions for Stream
- Project manage campaigns, liaising with internal and external stakeholders, including our media buying agencies
- Manage budgets for campaigns
- Uphold a culture of continuous development and improvement

Main Responsibilities

Campaigns strategy

- Develop and implement creative and audience focused marketing strategies to meet our marketing objectives
- Work with media buying agencies to devise advertising strategies and select appropriate media placements to reach and engage target audiences
- Respond with agility to changes in the market, identifying new opportunities and risks

Campaign management and delivery

- Deliver advertising campaigns and promotional activity with a focus on the Ballet and Opera in Cinemas and Royal Ballet and Opera Stream
- 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 our 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.
- Liaise with our media buying agencies and ensure that they are delivering on campaign priorities
- 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 closely with the Finance team on the management and reporting for marketing budgets for designated projects
- 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
- 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
- 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 relationship management

PERSON SPECIFICATION

Strategy development

- A strong track record of delivering highly effective marketing strategies
- A drive to meet and exceed targets
- Good 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 live/ ticketed events, event cinema or subscription platforms would be 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 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 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