



JOB DESCRIPTION

Title: Email Marketing Officer

Reports to: Email Marketing Manager

Main Purpose of the Job

To work in collaboration with the CRM team and wider marketing team to maximise revenue and build customer retention through automated journeys, strategic A/B tests and targeted emails.

To work with Content Producers and other Copywriters across the organisation to ensure email content is aligned with Production Profiles and in keeping with the Royal Ballet and Opera's Tone of Voice.

To own and deliver day-to-day email marketing campaigns for our top-class productions, demonstrating strong copywriting skills and artform knowledge.

Main Responsibilities

Email Marketing & CRM

- Create and deliver email campaigns end-to-end: building templates; writing copy; creating assets; testing and proofing; building send lists; scheduling sends.
- Write compelling, on-brand email copy for a variety of target audiences with the aim of maximising revenue
- Optimise and adapt copy for target audiences by applying insights and learnings from strategic A/B tests
- Work on a mix of ad hoc campaigns and automated journeys in line with strategic priorities
- Work with the other members of the CRM team to implement our customer segmentation strategy, set up and analyse results of A/B tests, and apply learnings in line with our Test & Learn Plan

- Work in collaboration with all departments across the Royal Ballet and Opera to support their revenue targets with targeted email campaigns
- Work with Content Producers and other Copywriters in the organisation to refine house style and ensure consistency
- Check and proofread all work to ensure accuracy, quality, and high standard of work
- Work to uphold all RBO policies and best practice standards for Data Protection and handling of confidential information.
- Develop fluency with all in-house systems, platforms and software to deliver effectively in the role

Continuous Development

- Play an active role in the team, contributing to the efficient running of department operation
- 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 RBO values and behaviours: Treat each other with Respect | Be Open | Value the Highest Standards
- Promote and foster a culture of information sharing, collaborative working and team working

PERSON SPECIFICATION

Essential Knowledge / Skills and Experience **CRM / Marketing**

- Experience planning and executing campaigns for a strategic Marketing channel (preferably Email Marketing, though experience of Paid, Social or other relevant channel(s) will be considered).
- Proven track record of writing strategic copy to reach business objectives
- Strong knowledge of Email Marketing best practices
- Ability to adapt copy to strategic Marketing channels while remaining faithful to Tone of Voice guidelines
- Understanding of how data and insights can be leveraged to inform Marketing channel strategies
- Experience of working with multiple workflows with a variety of stakeholders

Workload Organisation Skills

- Strong organisational skills with the ability to prioritise workload and meet deadlines in line with communicated priorities
- Excellent attention to detail and accuracy, including solid proofreading skills
- Highly proficient user of Microsoft Office suite; able to work with other tech platforms and learn new systems and technologies

- Ability to deliver accurate work of the highest quality under pressure
- Ability to easily pick up new procedures and projects and become operational in a short period of time

People Skills

- Excellent teamwork and ability to collaborate effectively with colleagues, leveraging all available skillsets and feedback to achieve the best results for the Royal Ballet and Opera
- Effective relationship management skills with stakeholders
- Consistent high level of responsiveness coupled with tact and diplomacy
- Professional and confident manner; able to deal effectively with a wide range of people at all levels both internally and externally.

Continuous Improvement

- Ability to work to and support a culture of continuous improvement
- The ability to assimilate new information, and develop new skills or hone existing skills, to be able to deliver work to a high standard
- Commitment to managing own learning and continuous development relevant to the role
- Willingness to work sustainably and consider new or improved ways of working to reduce our impact on the environment.
- Commitment to understanding and upholding the charitable aims of the Royal Ballet and Opera – securing the future of ballet, opera and music, ensuring broad access to the artforms and reaching communities via our learning and participation programmes.

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

