



## **JOB DESCRIPTION**

**Title: Marketing Officer**

**Reports to: Marketing Manager**

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### **Main Purpose of the Job**

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. You will also work closely with the CRM team to support on the creation and delivery of email campaigns

- To deliver paid marketing campaigns and email activity promoting the Royal Ballet and Opera's public offer. The role will support on the delivery of marketing for Box Office tickets, as well as managing the promotion of the Royal Ballet and Opera's food and beverage offering.
- 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 maintain strong creative copywriting skills, taking into consideration multiple different audiences and marketing channels.
- To build strong stakeholder and partner relationships both internally and externally.
- To uphold a culture of continuous development and improvement.

## **Main Responsibilities**

### **Paid and CRM Campaign Delivery**

- Devise and deliver paid and email marketing campaigns to support the promotion of the Royal Ballet and Opera's diverse range of Box Office and destination activity.
- Ensure lead times and deadlines for all marketing activities 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 Campaigns and CRM teams in the roll out of activity.
- 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.
- Evaluate and report on the success of paid and email campaigns, generating insights and learnings for future campaign planning.
- Optimise and adapt activity by applying insights and learnings from strategic A/B tests.
- Ensure that all marketing 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 Audience and Communications 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.
- Meet CRM targets and support other teams across the organisation to meet their revenue targets through targeted campaigns.
- 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 at Assistant or Officer level.
- Experience of delivering paid advertising and CRM 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.
- Confidence and flair when writing creative marketing copy for a variety of audiences and marketing channels.

### **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; able to work with other tech platforms and learn new systems and technologies.

### **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.

### **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.*

