



LIVERPOOL PHILHARMONIC

# Marketing Assistant

Candidate Information  
July 2024

# What is Liverpool Philharmonic?

## **Liverpool Philharmonic enhances and transforms lives through music.**

At the heart of our work is the critically-acclaimed Royal Liverpool Philharmonic Orchestra (the UK's oldest) and Choir; an extensive programme of participatory work with young people and others across our community; and presentation of almost 400 concerts and events each year at our home, Liverpool Philharmonic Hall.

## **Liverpool Philharmonic is rooted in our city.**

We are central to Liverpool's cultural offering, being the largest music organisation and one of the largest cultural organisations in the city, employing over 240 people. As well as our work in Liverpool our Orchestra represents the city with performances and broadcasts across the UK and around the world.

The city's young people are a central focus of our work. Our In Harmony programme provides an intensive, daily music-making programme for over 1750 children in Everton and Anfield, North Liverpool, and we run more than 5,000 workshops and events in community settings for all ages across the City. The Liverpool Philharmonic Youth Company provides a range of opportunities for music making for young people, including the Liverpool Philharmonic Youth Orchestra, Liverpool Philharmonic Youth Choir, Children's Choirs, and Rushworth Young Composers programme. We work in partnership with several Liverpool NHS Trusts delivering programmes which support people in the Liverpool city region living with a range of mental and physical health needs.

## **Liverpool Philharmonic is committed to diversity and inclusion.**

We work hard to reach right across our community through our learning work, and concert programme.

We attract world class artists to perform at Liverpool Philharmonic Hall and our small venue, Music Room, with a diverse programme of performances ranging from classical, contemporary, rock, pop, folk, roots, and jazz to comedy, film and spoken word. We work with many organisations and cultural partners in the City to ensure that the artists and performances we put on stage, and the audiences we attract truly represent our community.

And we are working hard to ensure that our workforce is a diverse as possible.

Liverpool Philharmonic reaches more people than any music organisation outside London.

**Over 350,000 people attend Liverpool Philharmonic concerts each year.**

**73,000 young people participate in our Youth Company and associated ensembles, attend concerts or take part in our In Harmony programme.**

**Around 900,000 people in 92 countries listen to our recordings each month on Spotify, more than any UK orchestra outside London.**

**Over 18,000 people have benefitted from our music and health programme over the last 15 years.**

# What is the role?

## What is the role?

- **Title:** Marketing Assistant
- **Department:** Audiences & Development
- **Location:** The normal place of work is Liverpool Philharmonic Hall with flexibility for some remote working if agreed within the terms of our Working from Home Policy. Working flexibly across evenings and weekends is essential.
- **Responsible to:** Head of Marketing
- **Contract:** Full time, permanent. Flexible and part-time working options considered

## Principal Role

The Marketing Assistant will be responsible for departmental administration and support the delivery of marketing campaigns to promote events at Liverpool Philharmonic Hall. An entry level role, this opportunity is perfect for anyone wanting to experience working in a busy arts organisation and learn what goes into the marketing of over 400 events a year.

The role will include training opportunities across all aspects of marketing. You'll be passionate about music, have meticulous attention to detail, be proactive and have a willingness to take on new challenges.

# Key Responsibilities

## Key Responsibilities:

- Managing customer communications to ensure that all audience members receive timely information regarding performances, including changes/cancellations and monitoring waiting lists
- Monitoring and responding to customer comments and feedback via Liverpool Philharmonic's customer services channels and social media
- Administering audience feedback surveys and reporting on findings
- Creating email content and campaigns
- Supporting the Marketing Team with print campaigns, including: compiling content, proof reading, liaising with mailing houses and distributors
- Working together with the wider marketing team, develop and execute compelling content ideas across all Liverpool Philharmonic's social media channels
- Working with internal colleagues and external promoters to collate images, copy and digital materials to put Liverpool Philharmonic performances 'on sale'
- Assist the Marketing Manager to manage relationships with external promoters and administer their campaigns
- Supporting the Marketing Team to ensure the website is up to date
- Managing merchandise, including stock levels and sales
- Promotion of bars and catering offer, including special offers and campaigns
- Regularly attend live events to engage with audiences and support any associated marketing activity
- In addition, the post-holder may be required to undertake other reasonable duties commensurate with their status and abilities and depending upon the requirement of Liverpool Philharmonic.

# Person Specification

**The successful candidate is likely to be able to demonstrate the following:**

Criteria	Essential	Desirable
<b>Knowledge / Experience</b>		
Experience of working in a customer-driven environment	**	
Prior experience of working in a marketing or communications role		**
Strong understanding of opportunities provided by a wide variety of social media channels		**
Prior experience working with box office systems		**
Prior experience working with website content management systems		**
<b>Skills / Abilities</b>		
Proven administrative skills	**	
Excellent IT skills	**	
Excellent copywriting skills with attention to detail and high level of accuracy	**	
Excellent communication skills and the ability to converse with a wide range of Stakeholders	**	
Knowledge and passion for music	**	
Knowledge and passion for classical music		**
Ability to work under own initiative	**	
Highly organised, methodical and process-driven	**	
Ability to manage multiple projects in a fast-paced, deadline-driven environment	**	
Must have a willingness to learn and take direction well	**	

# Key Information

- **Salary:** £22,258.60 per annum
- **Employment type:** Full-time, permanent
- **Hours of work:** The contracted hours for this post are 35 hours per week. Normal office hours are Monday – Friday, 9.30am to 5.30pm however the post holder will be required undertake regular evening and weekend work. You may be required to work over and above these normal working hours depending on the Liverpool Philharmonic's business requirements from time to time. Overtime is not payable, however time in lieu is available.
- **Place of work:** The normal place of work is Liverpool Philharmonic Hall
- **Holidays:** 26 days (pro-rated) plus bank holidays. These will be taken at times agreed with the Head of Marketing.

## What benefits are offered?

### Pensions

Access to a Group Personal Pension Scheme whereby employees are auto enrolled and can enjoy employer contributions.

### Training and Development

We offer a dedicated training and development fund to support the growth and progression of our employees.

### Service Awards

Employees are provided with additional time off and cash incentives at various long service milestones.

### Complimentary staff tickets

Complimentary staff tickets are available, and employees are encouraged to attend events.

### Health Cash Plan

Following two years' service you will have access to a health cash plan with an external supplier. This provides cash back towards everyday healthcare bills and a range of other wellbeing benefits.

### Discounted Staff Parking

Access to reduced price parking (subject to availability) in car park operated by Liverpool Philharmonic for employees who choose to drive in to work.

### Rail services

Access to the Mersey travel Season Ticket enabling the cost of annual season ticket to be spread over a period of 12 months.

### Cycle to work

Cycle to Work Scheme that offers discounts on a bike and accessories, with the cost spread over a period of 12 months.

# How to Apply

Please [click here](#) to submit your application.

You will be required to input your personal details and then asked to complete the required information.

You will also be asked to add a supporting statement, which can be a maximum of 500 words detailing how you meet the requirements of the job (that does not include any personal details such as your name, date of birth, gender, address or phone number).

If you require any support with this process, please contact [recruitment@liverpoolphil.com](mailto:recruitment@liverpoolphil.com)

Applications are due at 12 noon on Tuesday 27<sup>th</sup> August. No applications will be accepted after this time.

All applicants must have the right to work in the UK.

## Interviews

Short-listed candidates will be invited to attend an interview on the w/c 2<sup>nd</sup> September (tbc) at Liverpool Philharmonic Hall, Hope Street L1 9BP

## Equal Opportunities Statement

Liverpool Philharmonic is committed to striving to represent modern Britain in all its diversity. Liverpool Philharmonic is committed to equality of opportunity and welcomes applications from all suitably qualified candidates, irrespective of age, disability, gender reassignment, marriage and civil partnership, race, religion or belief, sex or sexual orientation. In seeking to be representative of the Liverpool city region, applications from members of minority ethnic groups are particularly welcome as they are currently underrepresented within the creative industry. The appointment will be made on merit with independent assessment, openness and transparency of process.

# LIVERPOOL PHILHARMONIC

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Box Office: 0151 709 3789

The work of Liverpool Philharmonic is supported by:



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