Marketing Lead

# This job description describes a role to lead the marketing efforts of the Philharmonic as part of the committee, and assumes that day to day marketing work continues to be outsourced to a professional marketer, called the “Marketing Coordinator”.

# In Brief:

**Before each Season starts**

* Review the audience appeal of the proposed programme provided by the Music Director.
* Plan any Friends or other supporter material needed for the season and liaise with the Ticketing Manager to ensure such opportunities for support are on sale.
* Work with the Treasurer to make sure the budget for marketing is adequate for the season.
* Ensure the Marketing Coordinator has all the information about the upcoming season from the Music Direction team and Committee to prepare for season launch on the website, ticketing site, venues’ websites, Philharmonic and venue brochures, and social media.
* Ensure the key messages and descriptions of each concert are attractive to audiences and members, and are consistent with Philharmonic values and policies.
* Monitor any risks to selling tickets and raise these with the Committee for collective decision making (e.g. proposed concert times, venues, audience appeal of the music).
* Keep records of Philharmonic VIPs and ensure they are encouraged to come to concerts and looked after well when they attend. VIPs include: financial supporters, Friends, Patron, etc.

**Before each event**

* Coordinate the planning of any additional activities to appeal to audiences over and above music making with the Music Direction team, Concert Managers and other members of the Committee (e.g. talks, drinks receptions for VIPs, complimentary tickets for VIPs, and other artistic or welcoming activities to make a concert more of an event).
* Update anything provided to the Marketing Coordinator before the season started as and when changes occur.
* Lead the preparation of printed marketed materials, coordinating the team that prepares material, prints it and distributes it.
* Liaise with the Marketing Coordinator, ensuring they have the detailed information needed to publicise the concert and a firm plan to do so via social media and other channels.
* Monitor the output from the Marketing Coordinator and the success of selling tickets.
* Monitor ticket sales, liaise with the Treasurer and Committee and give guidance to the Marketing Coordinator and make decisions about whether any tickets are to be discounted or additional marketing planned to maximise sales.
* Provide reports to the Committee on ticket sales along with any changes that should be made to increase sales.

**On concert day**

* Work with the Concert Managers and Music Direction team to ensure that any additional event activities over and above run smoothly.
* Gauge audience responses to the music making and other activities with a view to guiding future decisions as to what appeals most to audiences.

# Additional information:

* Ideally you will be a member of the Philharmonic and making music with us.
* Committee meetings are held in September, November, January, March, May and July and you are expected to attend as many as possible of these.