



Recruitment Pack: Marketing Co-ordinator

About the LSO

The London Symphony Orchestra is built on the belief that extraordinary music should be available to everyone, everywhere. From orchestral fans in the concert hall to first-time listeners across the UK, Europe and the world.

Music that Inspires

The LSO was established in 1904 as one of the first orchestras shaped by its musicians. Since then, generations of remarkable talents have built the Orchestra's reputation for quality, daring, ambition and a commitment to sharing the joy of music with everyone. Today, we're ranked among the world's top orchestras, reaching tens of thousands of people in London, more on stages around the world, and millions through streaming, downloads, radio and television.

As Resident Orchestra at the Barbican since the Centre opened in 1982, the LSO performs some 70 concerts there every year with its family of artists: Chief Conductor Sir Antonio Pappano, Conductor Emeritus Sir Simon Rattle, Principal Guest Conductors Gianandrea Noseda and François-Xavier Roth, Conductor Laureate Michael Tilson Thomas, and Associate Artists Barbara Hannigan and André J Thomas. The Orchestra has major artistic residencies in Paris, Tokyo and at the Aix-en-Provence Festival, and a growing presence across Australasia.

Music that Unites

Through LSO Discovery, our learning and community programme, 60,000 people each year experience the transformative power of music, in person, on tour and online. Our musicians are at the heart of this unique programme, leading workshops, mentoring bright young talent, working with emerging composers, visiting children's hospitals, performing at free concerts for the local community and using music to support neurodiverse adults. Concerts for schools and families introduce children to music and the instruments of the Orchestra, with an ever-growing range of digital resources and training programmes supporting teachers in the classroom.

The ambition of LSO Discovery is to share inspiring, inclusive opportunities with performers, creators and listeners of all ages. The home of much of this work is LSO St Luke's, our venue on Old Street. In 2025, following a programme of works, the LSO will be opening up the venue's unique facilities to more people than ever before, with new state-of-the-art recording facilities and dedicated spaces for LSO Discovery's programme.

Music that Innovates

Our record label LSO Live celebrates its 25th anniversary in 2024/25, and is a leader among orchestra-owned labels, bringing to life the excitement of a live performance. The catalogue of over 200 acclaimed recordings reflects the artistic priorities of the Orchestra – from

popular new releases, such as Janáček's *Katya Kabanova* with Sir Simon Rattle, to favourites like Vaughan Williams' Symphonies with Sir Antonio Pappano.

The LSO has been prolific in the studio since the infancy of orchestral recording, and has made more recordings than any other orchestra – over 2,500 projects to date – across film, video games and bespoke audio collaborations. Recent highlights include the Mercury-Music-Prize-nominated *Promises* collaboration with Floating Points and Pharoah Sanders, appearing on screen and on the soundtrack for the Oscar-nominated film *Maestro*, and an Emmy-nominated performance of *Love Will Survive* with Barbra Streisand.

About the Role

The London Symphony Orchestra's Marketing team drives ticket sales and grows audiences for the Orchestra – in the concert hall and digitally – and raises the profile of the Orchestra around the world. You'll be joining a team of eight, who work across marketing campaigns, audience development, digital communications, editorial, design and audience insight.

The LSO's two Marketing Co-ordinators play a key role in the department, sharing responsibility for promoting LSO and LSO St Luke's concerts, creating printed and digital marketing communications, and managing guest lists and ticketing for LSO events. This role also has an editorial focus, playing a role in the production of over 50 concert programmes a year and creating content for the website and other channels.

Key Responsibilities

Concert Marketing & Audience Development

- Planning and delivering marketing campaigns for half of the LSO's 50 concerts at the Barbican each season, and for BBC Radio 3 Lunchtime Concerts at LSO St Luke's.
- Creating engaging marketing communications, including emailing and mailing campaigns, promotional print and digital content.
- Briefing the LSO's Graphic & Digital Designer and media buying agency on print and advertising campaigns.
- Supporting wider departmental initiatives to reach new audiences, including Half Six Fix and Wildcard tickets.
- Creating strategies to engage the local community in events at LSO St Luke's and at the Barbican.

LSO St Luke's

- Acting as the central point of contact for LSO St Luke's Marketing, attending fortnightly meetings and responding to enquiries.
- Producing LSO St Luke's marketing materials, including posters, email campaigns, plasma slides and brochures.
- Ensuring that public third-party events are listed accurately on the LSO website.

Box Office & Ticketing

- Overseeing tickets for staff, guests and artists for half of the LSO's Barbican concerts, working alongside the Marketing & Digital Co-ordinator.
- Liaising with the Box Office, Development team and Press to manage guest lists and seat holds.
- Working on LSO Guest Ticket Desk at Barbican concerts (on a rota).

Editorial & Digital Content

- Working alongside the Marketing Manager to collate drafts of LSO concert programmes, working with external writers and editors as required
- Circulating drafts of concert programmes; correcting proofs; and preparing artwork for print.
- Overseeing programme freesheets for BBC Radio 3 Lunchtime Concerts at LSO St Luke's: commissioning programme notes, circulating proofs, and printing.
- Liaising with tour promoters to ensure LSO materials in tour programmes are accurate and up-to-date.
- Creating content for the LSO website and social media channels, including articles, videos and interviews.
- Updating the LSO and Barbican websites as required.

Other

- Overseeing the Marketing Assistant in their concert marketing, programmes and LSO St Luke's tasks.
- When required, answering phonecalls to LSO Reception and monitoring the Reception inbox.
- Actively seeking to implement the LSO's Health and Safety Policy in relation to the duties of the post, and at all times give due regard to the health and safety of both yourself and others when carrying out your duties.
- Actively seeking to implement the LSO's Equal Opportunities Policy and the objective to promote equality or opportunity in relation to the duties of the post.
- Any other duties as may reasonably be required.

About You

We are looking for someone who:

- Has relevant experience in an arts, marketing or events-based environment.
- Has an understanding of different marketing techniques and how to use these to engage audiences.
- Is organised, with good time-management skills, and an ability to manage and prioritise their workload.
- Is a confident writer, with good attention to detail and strong proofreading skills.
- Is able to communicate effectively with a range of people, inside and outside the LSO, with a positive approach to customer service.

- Is a team-player, enthusiastic about learning new skills and getting involved in new projects.
- Has an interest in orchestral music and in working in a performing arts organisation. A good knowledge of classical music and/or orchestral repertoire is desirable.

Working at the LSO

Location: Based at the LSO's offices at the Barbican Centre, with the option to work remotely for up to two days per week.

Hours: 37.5 hours per week. Core hours are 9.30am to 6pm, Monday to Friday. Some additional evening and weekends are required at LSO concerts, on a rota, with a time-in-lieu policy in place.

Salary: £28,000–£30,000 per annum

Notice Period: 2 months

Company Benefits:

- 25 days annual leave, plus bank holidays.
- Interest-free loan for a season travel ticket.
- Subsidised catering facilities are provided by the Barbican Centre.
- Membership of the company pension scheme as follows:
 - In line with auto-enrolment regulations during first year of service.
 - 5% enhanced employer contributions and 2% employee contributions after 1 year's employment.
- Cycle-to-Work scheme.
- Employee Assistance programme.
- Free tickets to LSO concerts at the Barbican and Lunchtime Concerts at LSO St Luke's (subject to availability).
- After completion of one year's employment:
 - Company income protection insurance.
 - Eligible to opt in Non-contributory private healthcare scheme.

How to Apply

The closing date for applications is Friday 20 December at 10am.

If you would like to apply for this role, please visit lso.co.uk/jobs, where you will be asked to complete our application form and equal opportunities form. If you are unable to complete the application form please contact nicky.levy@lso.co.uk for assistance.

If you have any questions about this role, please contact Fiona Dinsdale, Head of Marketing: fiona.dinsdale@lso.co.uk.

First interviews will take place in early January.

As an equal opportunities employer, the LSO is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of

age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join the LSO.