



WORK WITH US

Marketing Co-ordinator

Recruitment Pack

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About the London Symphony Orchestra



The LSO with Sir Antonio Pappano on the Barbican stage

The London Symphony Orchestra was established in 1904, as one of the first orchestras shaped by its musicians. Since then, generations of remarkable talents have built the LSO's reputation for uncompromising quality, and inspirational repertoires.

Today, the LSO is ranked among the world's top orchestras, with a family of artists that includes 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 LSO is Resident Orchestra at the Barbican in the City of London. The Orchestra reaches international audiences through touring and artistic residencies – in cities including Paris, Dortmund and Tokyo, at the Aix-en-Provence Festival, across the US and Latin America – and through digital partnerships and an extensive programme of live streamed and on-demand online broadcasts.

Through a world-leading learning and community programme, LSO Discovery, the LSO connects people from all walks of life to the power of great music. Based at LSO St Luke's, the Orchestra's community and music education centre and a leading performance venue on Old Street, LSO Discovery's reach extends across East London, the UK and the world through both in-person and digital activity.

LSO musicians are at the heart of this unique programme, leading workshops, mentoring bright young talent,

performing at free concerts for the local community and using music to support adults with learning disabilities. LSO musicians also visit children's hospitals, and lead training programmes for music teachers.

The ambition behind this work is simple: to share the transformative power of classical music with people who would not normally experience it. The impact is unrivalled, and every year, LSO Discovery reaches thousands of people of all ages.

In 1999, the LSO formed its own recording label, LSO Live, and revolutionised how live orchestral music is recorded, with over 150 recordings released so far. Overall, the LSO has made more recordings than any other orchestra.

As a leading orchestra for film, the LSO has entertained millions with classic scores for Star Wars, Indiana Jones, The Shape of Water, and many more. The LSO also uses streaming services to reach a worldwide audience totalling millions of music-lovers who listen online every month.

Through inspiring music, educational programmes and technological innovations, the LSO's reach extends far beyond the concert hall. Thanks to the generous support of The Corporation of the City of London, Arts Council England, corporate supporters, Trusts and Foundations and individual donors, the LSO is able to continue sharing extraordinary music with as many people as possible, across London, and the world.

Working at the London Symphony Orchestra



Young musicians performing on-stage at BMW Classics in Trafalgar Square

Role Overview

The LSO's two Marketing Co-ordinators play a key role in the LSO's Marketing team, sharing responsibility for promoting LSO and LSO St Luke's concerts, creating marketing communications, and managing guest lists and ticketing for LSO events.

This role has an additional focus on the LSO's venue, LSO St Luke's, promoting events, creating brochures and other materials, and engaging the local community in our activity.

They will also work closely with LSO Discovery, our learning and community department, to promote their projects and raise awareness of this area of the LSO's work. supporters at concerts, special events, and LSO Discovery projects taking place across east London.

Location

Based at the Barbican

Hours

37.5 hours per week. Monday – Friday. We operate a hybrid working policy of a minimum of 3 days per week in the office, with the option to work from home for 2 days per week.

Salary

£28,000 - £30,000 per annum

Benefits

25 days annual leave, plus bank holidays.

Interest-free loan for a season travel ticket.

Subsidised catering facilities provided by the Barbican Centre.

Membership of company pension scheme with enhanced contributions in line with scheme rules.

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).

About the Role



Ayanna Witter-Johnson performing at the Barbican



A Lunchtime Concert at LSO St Luke's

Key Responsibilities

Concert Marketing & Audience Development

- Plan and deliver marketing campaigns for half of the LSO's 50 concerts at the Barbican each season.
- Create engaging marketing communications, including email and mailing campaigns, leaflets and digital content.
- Brief the LSO's Graphic & Digital Designer and media buying agency on advertising campaigns (print and digital).
- Support wider departmental initiatives to reach new audiences, including Half Six Fix and Wildcard tickets.
- Work with the Digital team to create social media posts and content to support concert marketing campaigns and other projects, including Discovery and LSO St Luke's content.
- Assist with filming sessions and other digital projects as required.
- Create strategies to engage the local community in events at LSO St Luke's and at the Barbican.
- Represent LSO St Luke's as part of the Student Pulse partnership, attend regular Student Pulse meetings, and promote LSO concerts to students.

LSO St Luke's

- Act as the central point of contact for LSO St Luke's Marketing, attending fortnightly meetings, responding to enquiries and working with the Digital Team on social media.
- Produce LSO St Luke's marketing materials, including posters, emails, plasma slides and brochures.
- Ensure that public third-party events are listed accurately and promptly on the LSO website.
- Run marketing campaigns for events by LSO St Luke's Associate Artists, Tangram.
- Organise audience research and monitoring for LSO St Luke's events.

LSO Discovery

- Act as a central point of contact in the Marketing team for LSO Discovery.
- Support LSO Discovery on promoting their projects and growing the number of applicants.
- Work with LSO Discovery to engage a new, more diverse audience in their public events, particularly Family Concerts.

Box Office & Ticketing

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

LSO Website

- Make routine updates to content on the LSO and Barbican websites.
- Assist with the annual on-sale process for the new Barbican season, uploading events and sourcing imagery.

Other

- Oversee the Marketing Assistant in their concert marketing and other tasks.
- When required, answer phonecalls to LSO Reception and monitor the Reception inbox.
- Actively seek 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 seek 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



LSO Brass at St Paul's Cathedral



LSO East London Academy young musicians

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.
- Has 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.

How to Apply

The closing date for applications is 12pm on Friday 22nd August 2025.

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 oli.mcginnes@lso.co.uk for assistance.

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

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, gender, 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.