



WORK WITH US

Marketing Assistant

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 Conductor Gianandrea Noseda, 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 and Tokyo, at the Aix-en-Provence Festival, across the US and Asia – 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 Marketing Assistant plays a key role in supporting all areas of the Marketing team, providing administrative support to the team, promoting events, researching audiences, and delivering excellent customer service. The Marketing Assistant has responsibility for promoting their own projects and campaigns each season, assists with press and PR, contributes to LSO social media, and provides marketing support for LSO St Luke's and its events.

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 up to 2.

Some evening and weekend work may be required (for example, working on the LSO Guest Ticket Desk for Barbican concerts), for which a TOIL policy is in place.

Salary

£28,900 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

Marketing Support & Customer Service

- Produce pre- and post-concert emails for Barbican and LSO St Luke's concerts.
- Maintain guest ticket lists for certain LSO concerts at the Barbican and LSO St Luke's, and issue tickets on the day of the concert.
- Produce and upload digital concert programmes, and accessible versions of LSO programmes.
- Monitor inboxes and feedback and reply to enquiries and complaints.
- Collate and circulate survey feedback after LSO concerts at the Barbican.
- Create delivery forms for print orders and liaise with other departments on required allocations.
- Keep digital screens in the LSO offices up-to-date, briefing and scheduling new content.
- Order badges and business cards for members of LSO staff.
- When required, answer phone calls to LSO Reception and monitor the reception inbox.
- Maintain stocks of brochures and other promotional materials in the LSO offices and Barbican foyers.

Concert Marketing & Audience Development

- Write LSO and LSO St Luke's e-newsletters, and one-off e-shots promoting forthcoming events.
- Take responsibility for promoting specific events and projects over the course of the season, devising campaigns, researching audiences and creating content.
- Submit event listings for LSO concerts at the Barbican and LSO St Luke's.
- Research opportunities and implement strategies to engage new audiences in the work of the LSO.

Social & Digital Media

- Work with the Digital team to create social media posts and content to support concert marketing campaigns and other projects.
- Keep track of our players' online activity and presence to identify new opportunities for engagement.
- Assist with YouTube uploads, from preparing content to scheduling releases.
- Design creative assets, including thumbnails, that help our videos stand out.
- Support the team in producing short-form video content such as voxpops.
- Assist with uploading and cataloguing LSO photography on the digital asset management system (Iconik).

LSO St Luke's

- Create content for LSO St Luke's social media, working closely with the Marketing Digital team and colleagues at LSO St Luke's.
- Attend events at LSO St Luke's to capture content.
- Assist with the promotion and organisation of regular Open Days at LSO St Luke's.

Website

- Add 'online and streaming' and tour event listings to LSO website.
- Create content for, and make updates to, the LSO website.
- Assist with the annual on-sale process for the new LSO season at the Barbican.
- Contact promoters and venues for forthcoming tours to share assets and promotional materials, and to coordinate announcement timings.

Press & Communications

- Assist the Head of Press and External Affairs in managing press ticket requests.
- Collate information for monthly press listings.
- Add press releases, photos and other materials to the LSO website.
- Cover the LSO press desk at Barbican concerts, when the Head of Press and External Affairs is unavailable.

Other

- Work on LSO Guest Ticket Desk at Barbican concerts (on a rota).
- 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.

Experience and Skills

This is an ideal role for someone looking to begin their career in the arts and/or marketing. We are looking for a candidate who is interested in engaging audiences and driving ticket sales and has relevant experience.

We are particularly looking for someone who is:

- Organised and efficient, with good time-management skills, and an ability to manage and prioritise their workload.

- Able to communicate confidently with a range of people, inside and outside the organisation, with a positive approach to customer service.
- A team-player, enthusiastic about learning new skills and getting involved in new projects.

We are looking for someone who is enthusiastic about orchestral music, but a formal background or education in music is not required.

How to Apply

The closing date for applications is Friday 26 June 2026.

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.

All applications will be reviewed by members of the Marketing team; we will not use AI tools at any stage of the recruitment process to review or screen applications. We encourage you to write about your skills and experience in your own words, and to use the longer statement as an opportunity to expand on the information provided elsewhere in your application.

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

First interviews will take place the first two weeks of July.

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.