**Job Description: Marketing Officer**
Job Title: Marketing Officer
Location: Withington, Manchester/Home Working (Hybrid)
Reports To: Chief Executive

Job Type: Part time, 3 days equivalent to be worked flexibly

**The Orchestra**

Formed in 1967 and based in Manchester, the Northern Chamber Orchestra is one of the country’s leading professional chamber orchestras, with its concerts and recordings warmly received by critics. The members of the NCO are distinguished chamber musicians who regularly appear as soloists. Described as being ‘Simply world-class’ by Opera Magazine, the orchestra presents an annual series of concerts across the North of England, which attract acclaimed soloists, and is engaged by festivals, choirs and event promoters. The orchestra, a registered charity, also delivers a range of learning and development opportunities for all ages.

Purpose of job: To devise and deliver marketing campaigns to grow audiences for and engagement with the orchestra’s work.

Internal contacts: Chief Executive (p/t), Finance and Admin Officer (p/t), Fixer (freelance) and Chair of Board

External Contacts: Media Outlets and Press Contacts, Printers, Distribution Agencies, Photographers and Videographers, Touring Venues, Patronbase Support, local cultural networks.

**Main Duties**

We are seeking a highly organised and flexible professional.

**Roles and Responsibilities:**

1. Print Ads:
 - Oversee the design, placement, and performance tracking of print advertisements in relevant publications.
 - Coordinate with designers and publishers to ensure timely and effective ad placement.

2. Copywriting

* Copywriting for email newsletters to engage subscribers and drive ticket sales.
* Write website copy for concert listings, event pages, and news sections
* Develop press releases to announce upcoming concerts, collaborations, and other noteworthy events to media outlets.
* Tailor copy to resonate with different target audiences, from regular concertgoers to potential new patrons.

3. Graphic Design:
 - Design concert brochures, programme freesheets, flyers, social media graphics, and other promotional materials using Canva.
 - Maintain a consistent and professional visual identity for all marketing collateral.

4. Managing ticket sales
 - Set up concerts and events within the Patronbase system.
 - Generate and analyse reports to track ticket sales and audience demographics.
 - Sell individual and season tickets to customers.
 - Set up of discount codes for offers and promotions.

5. Marketing Emails:
 - Create and send newsletters, promotional emails, and concert reminders using Mailchimp.
 - Develop and implement email marketing strategies to increase engagement and ticket sales.

6. Audience Development

 - Research and develop new audiences, such as potential group bookers, underrepresented postcode areas and crossover audiences

7. Website:
 - Add and archive events, ensuring the website is up-to-date with the latest concert information.
 - Publish news articles and updates to keep the audience informed.
 - Monitor and report on web usage using GA4.

8. Public Relations:
 - Write and send press releases to key press contacts.
 - Build and maintain relationships with media outlets to secure coverage for the orchestra.

9. Social Media:

 - Plan and schedule posts across platforms such as Facebook, Twitter, and Instagram.
 - Monitor and engage with the audience on social media to build a strong online presence.
 - Run and monitor paid adverts

10. Season Ticket Renewals:
 - Manage the annual process of renewing season tickets, including communication and sales strategies.
 - Develop and implement initiatives to retain and grow the season ticket holder base.
 - Order and distribute physical season ticket cards to subscribers.
 - Ensure timely and accurate delivery of season cards.

11. Brochure Distribution:
 - Ensure brochures are distributed to key locations and mailing lists.
 - Coordinate with distribution partners to maximise reach.

12. Reciprocal Marketing:
 - Manage partnerships with other orchestras for mutual promotion.
 - Develop strategies for cross-promotional opportunities to expand audience reach.

13. In Person

Occasionally assisting with Front of House at concerts and events

**Person Specification**

**Essential**

- Strong written and verbal communication skills and ability to proof and edit with attention to detail.

- Proven experience in marketing, preferably within the arts or music sector.

- Proficiency in graphic design software (e.g., Canva, Adobe Creative Suite).

- Familiarity with website management and analytic tools (e.g., WordPress, GA4) and ticketing/Box-Office systems (e.g., Patronbase). Willingness and ability to learn Patronbase.

- Experience with email marketing platforms (e.g., Mailchimp).

- Excellent organizational and project management abilities.

 - Ability to work independently and as part of a team. Majority distance working.

 **Desirable**

- Bachelor’s degree in Marketing, Communications, or a related field.

- Experience managing a budget

 - Experience in Video editing, eg VSDC, Canva.

 - Passion for classical music and the arts.

 - Own car and clean driving license.