

London Philharmonic Orchestra

Senior Marketing Manager (maternity cover)

Recruitment Pack

About the London Philharmonic Orchestra	2
Working at the London Philharmonic Orchestra	3
About the role	4
Main tasks	5
Person specification	6
How to apply	7

lpo.org.uk





About the London Philharmonic Orchestra

Uniquely groundbreaking and exhilarating to watch and hear, the London Philharmonic Orchestra has been celebrated as one of the world's great orchestras since 1932. Our mission is to share wonder with the modern world through the power of orchestral music, which we achieve through our exceptional programmes, pioneering education and community projects, acclaimed recordings and trailblazing international tours. The Orchestra balances a long and distinguished history with its reputation as one of the UK's most forward-looking ensembles, and is internationally recognised as a leading world orchestra providing excellence, versatility, invention and inclusivity in all that we do.

We are committed to sharing the wonder of world-class music with the broadest possible audience. Over the last three decades, our Education and Community department has introduced many people to orchestral music and created opportunities for people of all backgrounds to fulfil their creative potential. Our programmes provide first musical experiences for children and families; the leading talent development schemes for emerging instrumentalists, composers and conductors; and significant programmes with both adults and young people living with disability. We place a strong value on Equity, Diversity and Belonging in all that we do, with significant development and programming initiatives in this area. All of our programmes allow participants to bring their creativity, enthusiasm and unique perspectives into the LPO to revitalise, enrich and enhance our practice and relevance to the world in which we live.

The LPO prides itself at being on the forefront of technology, continually finding new and innovative ways to share our music with millions of people worldwide. The LPO has 1.6m followers across all social media channels alongside c.150 million streams across Spotify and Apple, and we continue our reign as the most-followed professional orchestra on TikTok. We can be heard on award-winning film soundtracks such as *The Lord of the Rings* and on computer games, and we recorded 'Backstage with the London Philharmonic Orchestra', a four-part docuseries with Sky Arts, which was nominated for a 2025 BAFTA. We also reach audiences through our partnership with Marquee TV, which allows us to broadcast live concerts and enables better accessibility for viewers to share and relive the wonder of our music from anywhere and everywhere.

At the heart of the LPO we champion a strong commitment to corporate citizenship, reflecting on, engaging with, and acting upon the challenges of today's society. To our employees we promise an inclusive, respectful environment where you will find a warm welcome and a strong sense of belonging, whatever your background.

It is our aim that staff can see themselves in the Orchestra's work and that their voices are heard through regular company initiatives that offer opportunity to feedback and contribute. Such values are also recognised through our music, with recent seasons' programmes exploring key moments in history and topics such as migration, the environment and the power of creativity. We are committed to ensuring that our operations are as sustainable as possible and that the Orchestra delivers significant impact across all areas of its activity.



Working at the London Philharmonic Orchestra

The London Philharmonic Orchestra prides itself on being a supportive, inclusive and enjoyable place to work. We offer a range of company benefits aimed at promoting wellbeing, goodwill and an engaged workforce.

- 25 days of annual leave per annum, rising by one day for each full year of service (September–August) to a maximum of 28 days
- After three months in the position, access to a 6% contributory pension scheme
- Two complimentary tickets for all of the LPO's Royal Festival Hall own-promoted concerts
- A total of four seats each summer for Final Dress Rehearsals at Glyndebourne Festival Opera
- Discounts at food/drink and retail outlets across the Southbank Centre site
- Various discounts at other food/drink and retail outlets across the Southbank Centre site
- Discounted access to various galleries and museums across London through the Southbank Centre's reciprocal scheme
- Season ticket scheme providing loans for annual travel passes
- Support in promoting and maintaining positive mental health, including access to Mental Health First Aiders, confidential support helpline and peer support
- Cycle to Work scheme
- Free eye tests and contribution towards spectacles where required



About the role

Job title	Senior Marketing Manager (maternity cover)
Start date	Mid-March 2026
Contract length	12 months*
Reports to	Marketing & Communications Director
Works with	Marketing Co-ordinator; Digital & Marketing Manager; Publications Manager; Digital Creative; Data, Insights & CRM Manager; Sales & Ticketing Manager; Press & PR Manager; Development & Education teams
Line manages	Marketing Co-ordinator; Digital & Marketing Manager
Salary	£40k–43k pa
Location	London Philharmonic Orchestra, 89 Albert Embankment, London, SE1 7TP
Hours	LPO office hours are 9.30am–5.30pm Monday–Friday with the option of hybrid working and staggered start and finish times. Attendance at concerts and events as necessary (some evenings and weekends).

We will also consider applications for this role on a freelance basis.

Overall responsibilities

The Senior Marketing Manager will support the work of the London Philharmonic Orchestra's busy Marketing Department by playing an active role in building audiences for the Orchestra's live concerts, and oversee its digital and social media strategies. The Senior Marketing Manager will also play an integral part in PR, branding and profile-raising activity.



Main tasks

Key responsibilities include:

- In liaison with the Marketing & Communications Director, work on strategic marketing across the Orchestra's London concerts, audience development and other projects
- Be responsible for the tactical marketing across the Orchestra's London concerts, maintaining the necessary relationships with the Southbank Centre's marketing department to facilitate this, with support from the Marketing Co-ordinator
- In liaison with the Marketing & Communications Director, manage the digital and social media strategy, and produce top level social media analysis and reporting
- Manage the social media schedule and support the Digital & Marketing Manager, Marketing Co-ordinator and Digital Creative with posting
- Manage the relationship with the Orchestra's media agency, and oversee all paid digital marketing and digital campaign analysis
- Work with the Digital Creative, Digital & Marketing Manager and Marketing Co-ordinator on content planning
- Be part of planning discussions for the Pitch Me Classical podcast and oversee related marketing activity
- In liaison with the Marketing & Communications Director, produce the Royal Festival Hall season brochure and work on the new season launch activity
- Work alongside the Marketing & Communications Director and Press & PR Manager on PR/branding and awareness-raising activity, including social media activities
- Identify key reciprocal marketing opportunities and partnerships with other relevant arts organisations in London and beyond
- Manage the LPO's merchandise including sales and stock analysis
- Work alongside the Sales & Ticketing Manager to identify potential ticket offer opportunities
- Oversee the work of the Marketing Co-ordinator in relation to FUNharmonics family concerts marketing
- Support the Data, Insights & CRM Manager with the LPO's regular email communications
- Co-ordinate season launches with the Southbank Centre
- Line manage the Marketing Co-ordinator and Digital & Marketing Manager, delegating as and when required
- Along with other members of the Marketing Department, support the Sales & Ticketing Manager in selling tickets and responding to public enquiries when needed
- Along with other staff members, cover for the Sales & Ticketing Manager in answering calls, during their periods of absence
- Attend LPO concerts on a rota basis to assist in Marketing, Front of House and Ticket Desk activities.



Person specification

Essential

- Passion for classical music
- Experience in putting together detailed and creative marketing campaigns
- Experience of direct marketing, digital marketing, social media marketing, advertising, print production and distribution, and reporting/analysis
- Accurate proof-reading skills
- Ability to write imaginative and tailored copy for offline and online marketing communications
- Ability to multitask and to meet multiple deadlines
- Strong team player
- Strong organisational skills
- Ability to work both independently and within a busy Marketing Department, and to manage, train and motivate other colleagues
- Excellent communication skills, including public-facing
- Strong conflict resolution skills
- Ability to multi-task and to remain calm in pressurised situations
- Proactive nature and drive to continually maximise the potential of Tessitura as a ticketing, fundraising and CRM system
- Accuracy and attention to detail
- Strong numeracy skills
- Flexibility in relation to working hours to accommodate some evening work
- Ability to work with internal and external colleagues in a professional manner.

Desirable

- Understanding of GDPR and Data Privacy
- An interest in music education
- Knowledge of Adobe InDesign & Photoshop, Content Management Systems and Google Analytics
- Experience of Tessitura CRM software, including ticketing and event setup.



How to apply

The closing date for applications is 5pm on Friday 2 January 2026.

Interviews are provisionally planned for w/c 12 January 2026.

Please visit lpo.org.uk/jobs, where you will be asked to complete a short form before uploading your CV and covering letter (maximum 2 pages each). If you are unable to apply online, or would like any further information about the role, please contact Kath Trout, Marketing & Communications Director, at kath.trout@lpo.org.uk or 020 7840 4204.

CVs should include:

- Details of relevant achievements and experience as well as educational and professional qualifications
- Details of your notice period and names of two referees, together with a brief statement of the capacity in which they have known you, along with an indication of when in the application process they may be contacted (please note that we will not contact your referees without your express permission)
- An indication of your current salary (if applicable)
- Contact details including day and evening telephone/mobile numbers

Your covering letter should summarise your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification on page 6.

Please let us know if you require an alternative way of applying.

The London Philharmonic Orchestra is committed to equal opportunities and diversity. We actively welcome applications from all sections of the community, recognising that we are stronger as a diverse team bringing a range of lived experiences to our goal of sharing the wonder of orchestral music.

*This is a fixed-term position expected to last for approximately 12 months to provide maternity cover. As this role is covering an employee on maternity leave, the duration of the contract may be subject to change. We will provide as much notice as reasonably possible of any change to the contract end date.