

## Job Description

<b>Job Title:</b>	<b>Marketing Officer</b>
<b>Responsible to:</b>	<b>Marketing Manager</b>
<b>Location:</b>	<b>Scottish Opera, Elmbank Crescent, Glasgow, G2 4PT</b>

### Main purpose of job:

Working as part of the Marketing & Press team, your role will be to implement effective marketing campaigns across all areas of Scottish Opera activity. This includes mainstage performances, tours, orchestra activity, education and outreach, sponsorship and individual giving and any other activities as necessary.

### Key responsibilities:

- To support the marketing function within Scottish Opera to ensure organisational targets in box office sales income and audience numbers are achieved.
- To collaborate with the Marketing Manager in the creation and timely delivery of effective tactical marketing plans for all areas of activity.
- To establish and maintain positive relationships and collaborate with touring, venue and education staff and other key contacts and suppliers in the achievement of agreed objectives.
- To work as a member of the Marketing team, developing and maintaining an awareness of the objectives and activities of the wider team as they relate to the role of Marketing Officer.
- To create marketing plans across a variety of media and channels as requested.
- To plan and implement appropriate marketing and advertising schedules in conjunction with media buyers and in accordance with the budget.
- To write effective and accurate copyrighted materials that reflect Scottish Opera's brand strategy for print, web and digital media.
- To proof-read your own and others' copy.
- To ensure effective distribution of marketing materials and content.
- To liaise with venues, promoters, ticket agencies and box offices for a variety of venues to promote performances, set-up sales and ensure effective flow of information.
- To carry out front of house and box office duties where necessary at venues across Scotland.
- To prepare information for mailing/e-mailing and distribution, liaise with venues to obtain appropriate data and to ensure effective distribution/delivery.
- To check the website for accuracy on a weekly basis and facilitate updates.
- To monitor spend on each element of a marketing campaign and ensure that spend does not exceed the allocated budget.

- To manage incoming enquiries and correspondence as required.
- To attend performances and act as an ambassador for the Company, maintaining good relationships with all stakeholders.
- To provide progress reports and contribute to effective departmental communication.
- To perform additional ad hoc marketing tasks as reasonably requested.

## Person Specification

### The successful candidate will:

- Possess a relevant professional qualification or degree.
- Have experience of marketing, preferably within an arts or cultural organisation.
- Have an interest in and knowledge of the performing arts and, preferably, of opera.
- Be proficient in all aspects of Microsoft Office.
- Have excellent knowledge of digital marketing, content management systems and social media platforms.
- Hold a UK driving licence.

### The ideal candidate for this role must be able to demonstrate:

- An ability to establish and maintain effective relationships with colleagues and working partners.
- Excellent communication skills, both written and oral.
- Excellent interpersonal skills.
- Dedication to meeting the expectations and requirements of internal and external customers.
- An ability to work under pressure.
- An ability to work independently and on own initiative, as well as part of a team.
- Excellent persuasive and influencing skills.
- Excellent planning and organising capability.
- Attention to detail.
- A flexible approach to working. The post holder is required to travel from home during performance period and to attend meetings and other events outwith normal working hours as necessary.
- An ability to maintain confidentiality and discretion at all times.

## General Terms & Conditions

<b>Hours:</b>	Standard hours are 35 hours a week, 9.30am to 5.30pm, Monday to Friday with one hour for lunch. Evening work and travel within Scotland will be required.
<b>Annual salary:</b>	£19,333 - £23,199 plus benefits, depending on experience
<b>Holidays:</b>	25 days per annum and 10 Public Holidays
<b>Probationary period:</b>	3 months
<b>Pension:</b>	You will be automatically enrolled into a qualifying workplace pension scheme (QWPS). You will contribute 4% of your salary, the Company contributes 8%