

HALLÉ CAREERS

AUDIENCE DEVELOPMENT CO-ORDINATOR

PART-TIME: 3 DAYS A WEEK (MATERNITY COVER)

FIXED TERM: APPROX. 12 MONTHS

ROLE COMMENCEMENT: AS SOON AS POSSIBLE

JOB DESCRIPTION

Summary

The Audience Development Co-ordinator is responsible to the Communications Director, and works closely with the Marketing and Media Officer, Head of Print and Design (Deputy to the Communications Director), the Digital Manager and Video Creator.

The position is three days a week, preferably Monday, Thursday and Friday, plus any required concert cover in the evenings or at weekends (time off is given in lieu).

Salary and Benefits

The salary for this position is £15,000 for the three-day week within the fixed term period. Other benefits include a contributory pension scheme and a health insurance scheme.

Key areas of responsibility

- Implementation of the Audience Development Plan, including the Hallé's ongoing programme of audience development initiatives, alongside your own ideas
- Implementing marketing campaigns working closely with the Marketing and Media Officer and utilising Tessitura, our CRM database
- Working to assist out of town venues, including marketing support for Sheffield
- Research and statistical analysis as appropriate
- Other tasks reasonably required by the Communications Director

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PERSON SPECIFICATION

You must:

- Have experience of marketing the performing arts
- Have experience of budget management and expenditure control
- Be able to demonstrate success in marketing and audience development campaign planning
- Be computer literate with a knowledge of Microsoft Office programmes, and the ability to learn other applications quickly
- Be a good and open communicator and work well within a team
- Be able to work some weekends and late evenings
- Have excellent written and verbal communication skills
- Be able to work quickly and efficiently without losing an eye for detail (especially when proofing)

It will help you if:

- You have a knowledge of our box office and marketing system, Tessitura, as well as Wordfly
- You have experience of using content management systems
- You have a keen interest in classical music and knowledge of the repertoire

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BACKGROUND

The Orchestra

The Hallé was founded by the pianist and conductor Charles Hallé, and gave its first concert in Manchester's Free Trade Hall in 1858. The Hallé has a permanent contract strength of 80 players (though regularly plays at 90+), and gives around 75 concerts each year in its home, The Bridgewater Hall, some of which are repeated programmes. The Hallé also performs approximately 50 other concerts outside Manchester in venues throughout the UK and overseas. The Hallé has numerous associated ensembles including the Hallé Choir, Youth Orchestra, Youth Choir, Youth Training Choir and Children's' Choir.

Associated Artists

Music Director, Sir Mark Elder, only the ninth Principal Conductor in the Hallé's long history, is in his fifteenth season with the orchestra and conducts around 20% of the Hallé's programmes. The Hallé frequently tours abroad and there are future plans for tours to Germany and China. Our Principal Guest Conductor Ryan Wigglesworth works with us for approximately three weeks every season. Jonathon Heyward is our Assistant Conductor and works closely with Sir Mark Elder and takes direct responsibility for the Hallé Youth Orchestra. Lyn Fletcher is the Leader and Paul Barritt is the Permanent Guest Leader.

CONTACT US

Don't hesitate to contact the following Hallé members of staff to assist any of your application queries.

For information on the application process:

- Senior PA
- exec.pa@halle.co.uk

For any information regarding the role:

- Andy Ryans, Communications Director
- andy.ryans@halle.co.uk

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