

## **HALLÉ CAREERS**

### **MARKETING AND MEDIA OFFICER**

#### **FULL-TIME PERMANENT**

#### **ROLE COMMENCEMENT: AS SOON AS POSSIBLE**

### **JOB DESCRIPTION**

#### **Summary**

The Marketing & Media Officer reports to the Communications Director and will work closely with the Marketing Manager (currently on maternity leave), Head of Print and Design (Deputy to the Communications Director), Digital Manager, Video Creator and Administration Assistant.

The position is full-time and permanent, 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 £19,000 per year. Other benefits include a contributory pension scheme and a health insurance scheme.

#### **Key areas of responsibility**

- Developing relationships with key local media and liaising closely with our London press consultant and engaging with and managing social media activity
- Contribute to marketing campaigns for Hallé Bridgewater Hall concerts, including data analysis (including weekly sales figures) and preparation for direct marketing
- Staffing the Hallé Welcome Desk and attending concerts as required
- To be the principal point of contact with The Bridgewater Hall Box Office
- To prepare and allocate guest and staff tickets for concerts
- Marketing and new media support for the full range of Hallé activity, including Education and Hallé Ensembles
- Maintain strong relationships with regular Hallé promoters around the country
- Proofing and checking brochures and other print and ensuring correct application of the Hallé's brand guidelines
- Compiling and editing the HALLÉ newsletter and monthly on-line newsletter
- A range of administrative duties including first point of contact for correspondence
- Other duties reasonably required by the Communications Director

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### **PERSON SPECIFICATION**

#### **You must:**

- Have an interest in and experience of marketing the performing arts
- 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 social media, 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 and other programmes such as WordFly
- You have experience of using content management systems
- Experience of working with the media, listings organisations and similar websites
- 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](mailto:exec.pa@halle.co.uk)

For any information regarding the role:

- Andy Ryans, Communications Director
- [andy.ryans@halle.co.uk](mailto:andy.ryans@halle.co.uk)

AR / December 2018