

# London Philharmonic Orchestra

## Marketing & Communications Director

### Recruitment Pack

About the London Philharmonic Orchestra	2
Working at the London Philharmonic Orchestra	3
About the role	4
Main tasks	5–6
Person specification	7
How to apply	8

[lpo.org.uk](http://lpo.org.uk)





London  
Philharmonic  
Orchestra

## 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 1.9m followers across all social media channels alongside c.260 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

<b>Job title</b>	Marketing & Communications Director
<b>Reports to</b>	Chief Executive
<b>Works with</b>	The Marketing & Communications Director is a member of the Senior Management Team
<b>Manages</b>	Senior Marketing Manager; Digital Creative; Publications Manager; Data, Insights & CRM Manager; Sales & Ticketing Manager; Press & PR Manager (Team also includes Digital & Marketing Manager, Marketing Co-ordinator)
<b>Salary</b>	Commensurate with experience
<b>Location</b>	London Philharmonic Orchestra, 89 Albert Embankment, London, SE1 7TP
<b>Hours</b>	LPO office hours are 9.30am–5.30pm Monday–Friday with the option of hybrid working (3 days per week office-based) and staggered start and finish times. Attendance at concerts and events as necessary (some evenings and weekends).

## Overall responsibilities

This is a brilliant and exciting time to join the London Philharmonic Orchestra, with an illustrious history, exceptional artistic form, and ambitious plans as it builds towards its centenary in 2032.

The Marketing & Communications Director is a senior leadership role, working cross-functionally with other Heads of Department to ensure the long-term success of the Orchestra. As a proactive member of the Leadership Team, the Marketing & Communications Director will contribute to the development and implementation of the organisation's overall business plan and strategy.

With a customer and audience focus, this leader will be an outward-looking and modern marketer, able to ensure that we are best positioned to attract audiences and bring our music and work to the widest public possible. This role is central to our ambition to drive audience growth and engagement.

The role is functionally responsible for the development of bold and effective brand, sales and audience development strategies to champion the organisation's profile and meet audience and revenue targets. The post-holder will shape all brand, marketing and sales plans, lead a multi-disciplinary team, oversee multi-channel campaigns, and ensure that all customer touchpoints align with the Orchestra's artistic vision, our brand and our values.

We are a small team, looking for a brilliant thinker and leader, who is adept and agile, prepared to both lead and operate to support the continued success of the Orchestra.





## Main tasks

Drive long-term brand health, ensuring that our brand work and platform are modern, relevant and resonating with audiences, while preserving and upholding our artistry and history. Gain buy-in and support across the organisation:

- Benchmark in our sector, wider culture and beyond, to maintain relevance
- Manage the development and consistent implementation of the brand, visual identity and tone of voice
- Oversee the production of rich and engaging digital content and implement an editorial framework to ensure that a diverse range of voices are represented across all platforms
- Ensure that the design and production of all marketing assets, both on- and offline, are of a consistently high quality and aligned to the brand.

Lead the team in devising and implementing data-driven, integrated campaigns across multiple channels. Oversee the promotion of all aspects of the organisation's concerts and activities, through effective communications to key stakeholders, from audiences, to media, to partners:

- Lead on the development and implementation of a comprehensive audience development strategy to build new audiences and maximise ticket sales revenue
- Oversee the development of effective media strategies to promote the organisation's programme and brand (such as digital, print, point of sale, direct mail and advertising)
- Lead on the successful partnership and delivery from our agencies to support campaign activity
- Lead on the development of collaborative partnerships to support brand and audience development activity
- Oversee the digital paid strategy including across the website and social media channels
- Oversee the ongoing development of the website
- Harness actionable insights, segmentation, research and data to inform strategies and priorities to achieve audience and sales plans
- Ensure that robust metrics and measurements are in place.



## Main tasks *continued*

Create and deliver a powerful communications strategy that puts our name in the spotlight, garnering a share of voice well beyond our limited media spend:

- Lead an earned and social communications strategy and programme
- Use communications and influence to help us punch above our weight
- Build trust and reputation with a wide range of stakeholders through meaningful communications, from sector press to broad reach
- Create a social and digital footprint, including influencers, that spreads word and advocates for our activities: commercial, outreach and education
- Oversee the production of rich and engaging digital content, ensuring that a diverse range of voices are represented across all platforms
- Secure agencies and services to help deliver as required.

Ensure effective, measurable and responsible processes to best deliver against our goals:

- Provide relevant metrics that help the wider organisation align and deliver business goals
- Devise the department's overall budget
- Manage the department budget, set campaign budgets, and monitor expenditure and income against agreed targets
- Conduct all performance objectives and reviews for team
- Create reports for management and the Board

Be a critical part of maintaining our culture of collaboration and partnership, uphold our values, grow and attract talent for the future, both in function and beyond:

- Support the CEO in building a strong profile in the sector for the Orchestra and acting as an ambassador
- Work with the Artistic Director, providing audience insight and forecasts across programmes
- Collaborate with Heads of Department, seeking synergy and alignment for the success and continued growth of the Orchestra
- Provide guidance and leadership to a cross-disciplinary team, providing inspiration and support and acting as a role model
- Set clear objectives and responsibilities, and support the direct team to deliver and ensure high-quality and efficient performance
- Foster a team culture of collaborative partnership across the organisation.



## Person specification

### Essential

- Passion for classical music
- Senior experience in a marketing, communications or audience development role, preferably within the arts and heritage sector
- Extensive experience of leading integrated, data-driven marketing and communications campaigns across multiple platforms, with a proven track record in delivering against audience and income targets
- Experience of delivering successful digital initiatives and driving digital engagement across website, social media and email marketing platforms
- Experience of successful brand and reputation management
- Outstanding communication skills, highly articulate and literate
- Sophisticated understanding of audience data collection, analytics and segmentation, with experience of undertaking or commissioning audience research
- Confident leadership skills with experience of managing, motivating and developing a team
- Knowledge of relevant data protection and privacy legislation including GDPR.

### Desirable

- Strong commercial acumen with a track record in developing new business opportunities and a good understanding of financial and risk management
- Experience of working effectively with a wide range of media contacts, and a proven track record of overseeing and leading an effective press strategy
- Proactive nature and drive to continually maximise the potential of a ticketing, fundraising & CRM system

### Personal qualities

- A creative strategist with innovative ideas, who is goal-orientated and solution-focussed
- Proven ability to work effectively and flexibly in a busy and demanding environment, to prioritise and meet deadlines and budgets
- High standards of personal organisation and attention to detail within working practices
- Ability to understand how a large arts organisation functions and to positively contribute to the development of the business plan and policies
- Empathetic leader with a commitment to equality, diversity and inclusion
- Confident networker with the ability to appreciate and navigate diverse perspectives and opinions
- An affinity for the Orchestra's mission and values and an enthusiasm to help it succeed
- Flexibility in relation to duties and working hours, which will require evenings and weekends.





## How to apply

**The closing date for applications is 5pm on Wednesday 18 February 2026.**

Interviews are planned for Friday 27 February 2026.

Please visit [lpo.org.uk/jobs](https://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 David Burke, Chief Executive, at [david.burke@lpo.org.uk](mailto:david.burke@lpo.org.uk) or 07443 178415.

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.**