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# Philharmonia

## Social Media and Content Manager

October 2024

### Overview of the Organisation

The Philharmonia Orchestra is one of the world's great orchestras and has been creating thrilling performances for a global audience since 1945.

### Artistic Leadership

Celebrated young Finn Santtu-Matias Rouvali is our Principal Conductor. Santtu follows in the footsteps of great artists including Herbert von Karajan, Otto Klemperer and Riccardo Muti. His immediate predecessor Esa-Pekka Salonen is our Conductor Laureate, and Christoph von Dohnányi is our Honorary Conductor for Life. In 2023, Marin Alsop joined the Philharmonia family as Principal Guest Conductor.

This inspirational artistic leadership is at the core of our work on the concert platform, which we then complement with a diverse range of titled artists which change season by season; in 2024/25 our Artist in Residence is movement artist, choreographer, performer and collaborator, Vidya Patel. Our Featured Artist is violinist Nemanja Radulović. Together with the orchestra, these artists help us shape a programme of performances and projects of the highest quality and distinctiveness.

### Organisational Overview

The Philharmonia is a registered charity and as one of the four London self-governing symphony orchestras comprises 80 musicians from 16 countries. The Board is led by Lord King of Lothbury and includes a strong player voice through members of the orchestral committee headed up by President Cheremie Hamilton-Miller. The management team of 40 administrative and backstage staff is led by CEO Thorben Dittes and an Executive Team of six.

Our artistic home is the Southbank Centre in the heart of London, where we give around 35 performances a year. We also have residencies in Bedford, Leicester, Canterbury, and Basingstoke, encompassing longstanding Learning & Engagement projects as well as regular concerts. Additionally, the orchestra is resident at Garsington Opera and the Three Choirs Festival. From our administrative base in Bankside, we create around 250 projects and performances annually and in 2022/23 around 160,000 experienced the Philharmonia sound live.

From LPs to Virtual Reality, we have always been pioneers in using technology to bring our music to the widest possible audience. We have 1 million listeners each month on Spotify, over 500,000 social media followers, and a vibrant YouTube channel with annual viewing figures of almost 3 million.

### The future

Following the challenges of the Covid pandemic and a change in executive leadership the organisation has undertaken an extensive mission-vision-values exercise, involving musicians, staff, Board and external stakeholders. The resulting forward direction connects its illustrious musical history and artistic DNA of international excellence, with a firm focus on innovation and the future of the orchestral experience for both audiences and musicians.

The next steps will be to create the detailed strategies, operational models and standouts defining artistic projects which enable us to move towards our vision of the future of a thriving, equitable society with orchestral music at the heart of cultural life, where musicians are celebrated for the work they do to make the world a better place.

Could you be part of that future?

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## Job Title

Social Media and Content Manager

## Position Summary

The Philharmonia Orchestra is seeking to appoint a Social Media and Content Manager to work with the Marketing team to promote all aspects of the offer – someone who is passionate about social media and is excited to be an innovator in the sector.

The newly created role will be focused on developing and implementing a new social and content strategy, with strands of activity that focus on growing and engaging audiences, raising the profile of the Orchestra on a global scale and maximising income. The successful candidate will be responsible for the management and optimisation of all our social channels, as well as content development and capture. Importantly, the candidate will work closely with the Marketing and Concerts teams to ensure our social channels are full of rich and engaging content, and a central part of the marketing mix. They will need to be confident in developing relationships pan-organisation, as they will work closely with a core group of staff and players to expand the capture and development of content.

This is an exciting and varied role, both strategic and hands-on – no one day will be the same. There will be an expectation to attend a variety of Philharmonia concerts and activities to collect imagery, content and footage (UK and internationally, where appropriate).

## Key Responsibilities

### *Strategic Planning:*

- With the Marketing team and any external research/audience agencies, develop an annual content and social strategy and planner, which serves all areas of the business and campaigns
- Develop a brand personality appropriate to each channel, which builds on the Philharmonia core brand mission and values
- Develop a strategy for paid social activity and digital advertising
- Look at the introduction of more social channels, where appropriate
- Using various analytics tools, and tied to the wider organisational data strategy, develop reports for circulation on a regular basis, which show growth in audience numbers and engagement

### *Project Management:*

- Schedule and optimise social channels (organic), ensuring there is a variety of content with a consistent TOV and brand, which delivers audience engagement, growth, and diversification
- Schedule and optimise paid social and digital advertising to maximise best performing channels
- Work with Managers to support with SEO and website navigation, as part of the whole customer journey
- With the Managers and an external agency, support with optimisation of the Google Grant account
- Analyse the effectiveness of all social and content and implement any optimisations and learnings
- Attend concerts and activities where relevant and part of the strategy, in order to capture imagery, stories and footage
- Coordinate with the stage management and concerts teams to ensure that information is shared well in advance and opportunities are maximised
- Work with partner venues and organisations to promote the work we do as engagements and on tour, in support of both parties' strategies
- Work with the Data and Insight Manager to improve data capture, monitoring and understanding

### *Leadership and Management:*

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- With the Director of Marketing & Comms, work to engage the whole Orchestra in the production of content
- Work with a core group of players and staff to build confidence in the creation of content and capture, building a strong in-house team

## *Managerial Responsibilities:*

- Attend workshops/conferences/seminars to be on the front foot of social media and content development – share learnings with the team and other stakeholders
- Be a brand guardian for the Philharmonia identity, working with the Director of Marketing & Comms to evolve and optimise branding across online channels and beyond
- Work with Director of Marketing & Comms on new online projects that may arise, as part of the programme and business development

## **Skills and Qualifications**

### *Essential:*

- Minimum three years' experience in a relevant role
- A champion for social media and content development
- Knowledge of all social platforms, Google Analytics and other reporting tools
- Passion and interest for music and the arts, with a good understanding of orchestras
- Some experience in photography/videography (does not need to be an academic qualification)
- Excellent communication skills (both verbal and written), with the ability to communicate convincingly to a diverse range of people
- Excellent interpersonal and social skills, with the ability to create strong relationships with a range of stakeholders and colleagues
- Ability to work successfully as part of a team as well as to use own initiative
- Ability to prioritise a mixed workload and to work to tight deadlines
- Willingness to have a hands-on attitude
- Willingness to work unsocial hours, including evenings and weekends both within London and the rest of the UK (occasionally internationally)

### *Desirable:*

- Experience of working with a similar arts organisation
- Experience of working with musicians or other creative artists

## **Reporting Structure**

Reporting into the Director of Marketing and Comms, this newly created role will ideally complement the other expertise and responsibilities within the marketing team. This role will work with other members of the team to create fully joined up campaigns, which deliver optimum results and marketing excellence. The successful candidate will work closely with all Philharmonia departments, including Learning & Engagement, Development and the Concerts teams.

## **Employment Type**

- Contract: Full time
- Hours: 9.30 – 17.30, Monday – Friday (35 hours per week) plus evening and weekend work as required

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## Salary and Benefits

- £30-£33,000, depending on experience
- Pension contribution of 6% of salary to a qualifying scheme

## Location

The role will be based at our administrative office in Southwark, London SE1; however, the role will require travel within London on a frequent basis and to other UK (and international) locations.

## Application Process

- Email CV and cover letter to: [team@theHRhub.co.uk](mailto:team@theHRhub.co.uk)
- Subject: Philharmonia – Social Media & Content Manager
- Closing Date: 1 December 2024
- First interviews: w/c 2 December and w/c 9 December 2024

## Equal Employment Opportunity Statement

The Philharmonia Orchestra is committed to ensuring equitable opportunities and a welcoming environment for all those that engage in our work. We strive for a more representative workforce and encourage applications from under-represented groups in the UK arts workforce, particularly those from Black, Asian and Ethnic Minority backgrounds, from lower socio-economic statuses, d/Deaf and Disabled applicants, and those from the LGBTQIA+ community. We are a Disability Confident Employer. If you require any adjustments to apply for this position or attend an interview, email [team@theHRhub.co.uk](mailto:team@theHRhub.co.uk) with 'Reasonable Adjustments - Philharmonia' in the subject line.