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| ENO logo from Sept 2015.jpg | **English National Opera**  **Marketing Executive** |

About ENO

English National Opera is founded on the belief that opera of the highest quality should be accessible to everyone.

At ENO opera is theatre; expressing drama through the unique combination of music, text, dance, and design. We sing in English and believe that singing in our own language connects the performers and the audience to the drama onstage, and enhances the experience for all.

We collaborate across contemporary art forms, to reflect the growing diversity of our culture. And we take a fresh approach right across the repertoire, from baroque to contemporary, as well as commissioning new works as part of our commitment to the future of the art form.

We bring our productions to the widest possible audience, whether at the London Coliseum, nationally or internationally. We make our work accessible by offering a large proportion of tickets at affordable prices, and by distributing it widely on screen and via digital media.

We also aim to introduce completely new audiences to the magic of opera through stimulating and creative learning and participation programmes.

We are a national company of internationally recognised standard. We nurture talent across the entire company, whether on-stage, backstage, or in the pit. We provide a platform for young singers to develop global careers.

Our vision is to be synonymous with making great opera accessible to the widest and most diverse audiences. We will continue to forge ground-breaking collaborations across art forms, and our world-class productions will inspire, surprise and captivate. We will be recognised as the national centre of excellence for developing opera, and as the benchmark for nurturing new talent. We will reach out to communities who might think opera is not for them.

We will tell the world’s most timeless stories, unforgettably.

Marketing Executive

Reports to: Senior Marketing Manager

Hours: Full Time (10am – 6pm Mon-Fri but occasional evening work may be required)

Salary: £22,500 per annum

Location: West Hampstead with some hours at the London Coliseum, WC2

The Role

The Marketing Executive is a new role in the ENO Marketing team and will be responsible for the implementation of relevant marketing activity (including email, direct mail and in-theatre advertising) in alignment with ENO marketing strategies. The Executive will also provide support to the wider Marketing team, co-ordinating campaigns and fulfilling administrative tasks.

Responsibilities

* Help grow the performance of ENO audience schemes Access All Arias and Opera Undressed through the implementation of marketing tactics, events, email marketing and general administration
* Build, schedule and report on the performance of specific customer emails marketing ENO opera productions, in alignment with sales targets and audience goals, supported by the Marketing & CRM Manager
* Alongside the Senior Marketing Manager, co-ordinate and fulfil Front of House activity at the London Coliseum, ensuring optimum cross-sell of productions and raising awareness of ENO initiatives and schemes
* Provide support to the Senior Marketing Manager and Marketing & CRM Manager for visiting companies’ marketing fulfilment, co-ordinating timelines, assets and activity - and liaising with clients for optimum campaign performance
* Deliver marketing support for one-night visiting companies including digital and Front of House activity
* Alongside the Senior Marketing Manager, arrange the collation, design, printing and distribution of ENO’s What’s On publication
* Support the Marketing & CRM Manager on ENO direct mail campaigns
* Maintain invoicing records of marketing expenditure and provide administrative support in accordance with the department budget process

**KNOWLEDGE AND SKILLS REQUIRED**

Essential

* Highly organised with great time-management skills. Familiar with working to marketing plans, co-ordinating timelines, assets and activity
* Experience of building and sending e-newsletters through an email service provider
* Knowledge of print production and the ability to coordinate printing of assets, including liaising with designers and printers
* Excellent communication skills, both written and verbal, with confidence in writing copy
* Awareness of the UK cultural environment with an interest in opera and the arts

Desirable

* Marketing experience at an opera, arts or entertainment venue/organisation
* Experience of tracking and measuring email/digital performance, e.g. email reports
* Experience of using a ticketing/CRM system to build and export customer data segments

ADDITIONAL INFORMATION

# **Confidentiality**

All information concerning staff, patrons and other ENO business, the disclosure of which could be detrimental to the company, must be held in the strictest confidence and may not be divulged to any unauthorised person at any time. A breach of confidentiality will result in disciplinary action being taken in accordance with ENO’s disciplinary procedure and may lead to dismissal.

# **Data Protection**

Computer information should only be accessed if this has been authorised and is necessary as part of the postholder’s work. Unauthorised action being taken in accordance with ENO’s disciplinary procedure and may lead to dismissal. The postholder’s attention is also drawn to the Data Protection Act 1984 and the Computer Misuse Act 1990.

# **Health and Safety**

The postholder has personal responsibility for safety as outlined in the safety policy and the Health and Safety at Work Act 1974.

# **Equal Opportunities**

The postholder will be required to abide by ENO’s policies on Equal Opportunities.

# **Code of Conduct**

The postholder will be required to act in accordance with ENO’s Code of Conduct whereby everyone shall be treated in a professional and courteous manner with full regard to the avoidance of discrimination, consistent with current equal opportunities employment legislation.

To apply:

To apply, please send your CV together with a cover letter detailing why you are interested in the position to [personnel@eno.org](mailto:personnel@eno.org).

Deadline for receipt of applications: Friday 16 March 2018 at 5pm.

Interviews will be held shortly after.