

London Philharmonic Orchestra

Graduate Trainee position - Receptionist and Marketing Intern

(Normally awarded on a 6-month basis, although we will consider shorter or longer periods according to individual circumstances.)

Works to: Marketing Director and Marketing Manager

Outline

This is an opportunity for an outstanding individual to work within the busy marketing department of the London Philharmonic Orchestra and to gain a thorough understanding of the role of the department and its key areas of work within the organisation. The intern will see how an in-house ticketing operation is successfully run, and will be able to observe and participate in many of the marketing campaign activities that take place during the concert season, including e-marketing, direct mail, print production and distribution, audience analysis, promotional offers, etc. The role will also give the postholder crucial training in basic office management, furnishing the postholder with invaluable general administrative skills.

Principal Responsibilities:

As the receptionist, the postholder will be the first port of call for all incoming phone calls (including box office calls) and visitors to the office. The candidate will learn how to deal with the general public and key orchestral contacts in a friendly and professional manner, and will gain an understanding of the workings of the Orchestra's administration. The receptionist will also look after post distribution and collection.

Alongside this role the postholder will also work with the marketing department, providing support to the box office and also researching and implementing promotions for specific concerts in London, Brighton and Eastbourne. The postholder will be invited to observe and participate in all departmental meetings to enable them to fully understand the function of the marketing department and its activities.

In addition the postholder will have the opportunity to view other areas of the orchestra's work by attending audience development activities and events, education workshops, rehearsals etc.

Main tasks and training:

- Working with the marketing team on research projects, developing databases of contacts for targeted promotions and distribution
- Setting up promotions with above contacts
- Providing administrative support to the Marketing department - help in fulfilling mailings and filing
- In conjunction with the Marketing team, work on concert specific promotions and help with the administration of the London Philharmonic Orchestra's student campaign, NOISE.
- Under the supervision of the Publications Manager, help with requesting of all artist images/biographies for use in brochures, programmes, website etc
- Learn how to write relevant marketing copy for specific audiences and marketing platforms
- Learn the basics of proof-reading and assist all members of the department with proof-reading tasks
- Receive training in the in-house box office system and deal with incoming box office calls
- Receive training in Quark desk-top publishing to facilitate simple in-house print production

- Answer incoming calls to London Philharmonic Orchestra main line efficiently and professionally and redirect callers to appropriate departments or individuals accordingly
- Provide back-up when phone lines are particularly busy to pick up 'loose' calls and take messages
- Receive all enquirers and guests of the Orchestra, notify the person they are visiting, look after guests on arrival
- Manage all courier requests, pick ups and drop-offs for the office
- Sort office post in the morning and afternoon, assist postal collection at 5pm and help office with special postage requirements
- Other tasks and training as defined by the Marketing Director and Marketing Manager

Additional Experience

- The position holder will also have the opportunity to gain an insight into the workings of a world class orchestra, attending London concerts at one of London's major arts centres, the Royal Festival Hall (two complimentary tickets per concert subject to availability), attending rehearsals and audience development activities and events, taking part in Education and community projects, fundraising and development activity, meeting the players and learning about the different areas of administration.

Essential qualities in the role

- Good organisational skills
- Team player/good communicator
- Ability to work off own initiative when necessary
- Desire to learn about the orchestral world
- Some knowledge of classical music
- Professional telephone manner
- Professional demeanour

Terms

Placements are voluntary and unpaid, but a weekly or monthly travelcard (up to zone 3) can be expensed to the London Philharmonic Orchestra

How to Apply

Applications should include:

A comprehensive curriculum vitae giving details, where appropriate, of relevant achievements in recent posts/ education.

A covering letter that summarises your interest in the post. Please provide evidence of your ability to match the criteria outlined above.

Details of your availability (start and end date).

Names of two referees, one of whom should be your current or most recent employer/ tutor.

Telephone contact numbers (preferably daytime and evening). These will be used with discretion.

Short-listed candidates will be invited to an interview with the Marketing Director and Marketing Manager at the London Philharmonic Orchestra offices.

Applications should be made online at: www.lpo.org.uk/jobs

Thank you for your interest in the London Philharmonic Orchestra.