



Communications and Marketing Officer Job Description

Job Title:	Communications and Marketing Officer
Reports to:	Head of Marketing
Supervises:	None
Salary	£29,000

RSNO Overview

The RSNO is Scotland's national symphony orchestra and one of the five National Performing Companies, supported by the Scottish Government. The RSNO is a symbol of Scottish cultural excellence. Established in 1891, it continues to deliver the highest quality musical experience and enjoyment throughout Scotland, which has been shared by generations.

The External Relations Department

The Director of External Relations leads the External Relations Department. The Team consists of: Head of Marketing, Head of Development (Trusts and Foundations), Head of Development (Individuals and Partnerships), Individual Giving and Partnerships Officer, Trusts and Projects Coordinator, Partnerships Officer, Marketing Manager, Graphics & New Media Designer, Information Services Manager, Communications and Marketing Officer, Video Producer (Marketing), Programmes Editor and External Relations Administrator.

Purpose of Role

The Communications and Marketing Officer oversees all areas of the RSNO's communications with external constituents as well as managing selected internal communications. Responsible for formulating an overall public relations strategy for the Orchestra, the Communications and Marketing Officer plays a key role in ensuring that the RSNO's stated ambitions and goals are communicated effectively, helping the organisation to reach new and existing audiences. The successful candidate will be a confident communicator, operating as the hub for all media communications and actively liaising with colleagues internally and externally to tell our story.

Principal Relationships

External:

- Digital, print and broadcast media
- Policy makers (especially Scottish Government team)
- Citizen journalists
- Bloggers and vloggers
- Photographers
- RSNO partners
- Audiences

Internal:

- Staff
- Musicians
- Music Director
- CEO
- Board

Key Responsibilities

Communications

1. In conjunction with the Director of External Relations and Head of Marketing, create an overall public relations plan for the organisation which:
 - a. Enhances our reputation
 - b. Maximises our revenues
 - c. Extends our reach
2. Identify innovative opportunities for media engagement, including new channels and audiences, to broaden the reach and impact of comms activities.
3. Create and issue communications on behalf of the RSNO via multiple channels to online and offline media contacts.
4. In conjunction with the Director of External Relations and Head of Marketing, devise and implement a robust crisis communications strategy.
5. Maintain a watching brief on policy makers and other key players in national and international matters that relate to the RSNO. Respond to these as required.
6. Maintain weekly communication with Scottish Government contacts via email update.
7. Support CEO and Director of External Relations with advocacy.
8. Horizon scan for opportunities to position the RSNO as a creative and innovative organisation.
9. Monitor, listen to, engage with and stimulate external conversations relevant to the RSNO.
10. Alert key members of staff to any sensitive issues that arise. Respond to these issues in a timely manner.
11. Build, develop and maintain strong relationships with all key press and media contacts locally and regionally.
12. Liaise closely with members of the media and policy makers.
13. Develop relationships between the media and key members of the organisation (especially the CEO and Chair).
14. Work closely with creative and corporate partners to maximise collaborative publicity opportunities.
15. Ensure an awareness of all RSNO projects. Work with colleagues in all departments to ensure every aspect of the RSNO's work is creatively communicated to key stakeholders.
16. Manage the PR Budget. Where appropriate, build a case and budget for international communications support for touring.
17. Help initiate, service and support any media partnerships/sponsorships and relationships.
18. Maintain an up-to-date press contact database for all media.
19. Proactively support internal communications, including collating, editing and distributing the monthly Green Room e-newsletter.
20. Liaise with and support all departments (e.g. Development, Engagement, Concerts) to ensure effective communications both internally and externally.
21. Support the External Relations Administrator to maintain an organised media archive on our press cuttings database.
22. Manage invitations to media, key influencers and stakeholders to launch events and concerts.
23. Monitor and analyse all online and offline media content.

Marketing

24. Support the Marketing Department in its communications, both internally and externally.
25. Assist the Marketing Team with developing engaging social media content for the RSNO's Facebook, X, Instagram, TikTok and YouTube accounts.
26. Write engaging content for a variety of publications, including blog posts and the weekly introductions for concert programmes.
27. Support the Marketing Team with Spektrix, including segmenting customer data for marketing and development purposes and automating emails.
28. Assist the External Relations Administrator with the weekly e-newsletter (using Dotdigital).
29. Assist the Marketing Manager with the promotion of Engagement activities.
30. Assist in updating and managing the RSNO's website.
31. Assist with customer enquiries.
32. Actively contribute to the development of innovative ideas and new initiatives.

General

33. Support the External Relations team with Spektrix.
34. Undertake concert duties as required, championing customer service within our venues to ensure our audiences have the best experience possible.
35. Any other relevant duties as required.

Person Specification	Criteria
Educations/qualifications	<ul style="list-style-type: none">▪ Degree or equivalent
Desirable experience	<ul style="list-style-type: none">▪ Communications including digital communications▪ Experience of working with the media▪ Arts experience, particularly music
Specific skills	<ul style="list-style-type: none">▪ Creative and lateral thinker▪ Ability to prioritise a busy workload▪ Ability to contribute to overall organisational strategy▪ Excellent written and verbal communication skills▪ Excellent interpersonal skills
General competencies	<ul style="list-style-type: none">▪ Information management▪ Relationship management▪ The confidence to represent and advocate the RSNO at external events▪ Planning and prioritisation▪ A 'can-do' attitude and the willingness to assist other members of the team to meet shared objectives▪ Highly motivated, pro-active and results driven▪ Attention to detail▪ Able to respond well to change in a proactive and problem-solving manner▪ Highly organised and self-motivator with the ability to remain calm under pressure
Knowledge	<ul style="list-style-type: none">▪ Spektrix (desirable)▪ Media monitoring software
Other	<ul style="list-style-type: none">▪ An active interest in the arts▪ Prepared to work weekends and evenings

Application Process

Applicants should email a CV and covering letter to recruitment@rsno.org.uk for the attention of Carol Fleming, Head of Marketing. Please include your name and the job title in the subject header.

Deadline to apply is Thursday 28 November 2024 at 5pm. Interviews will be held on Friday 6 December.

Pension: Contributory pension scheme available

Location: The RSNO currently offers a hybrid working model with a minimum of three days a week in the office, subject to the requirements of the job. The office is based at RSNO Centre, 19 Killermont Street, Glasgow, G2 3NX.

Hours of work: Office hours are 9:00am to 5:00pm or 9:30am to 5:30pm but the post holder will be expected to work as the job requires, including some evenings and weekends.

Contract: Permanent

Holidays: 25 days plus 13 public holidays