



Marketing Manager Job Description

Job Title:	Marketing Manager
Reports to:	Head of Marketing
Supervises:	No line management responsibilities
Salary:	£34,000

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.

Main Purpose

As part of the External Relations Team, the Marketing Manager will work closely with the Head of Marketing to fulfil financial targets; generate and deliver high quality marketing and audience development campaigns across the full range of RSNO activities; champion the brand and continually strive to find new and engaging ways to communicate the RSNO's story and offerings.

Principal Relationships

External:	RSNO patrons, supporters and audiences Suppliers including printers, designers, distribution companies, advertising agents Guest artists and their representatives Marketing colleagues from Scotland's other National Companies Venues
Internal:	All Marketing and Development Team members Learning and Engagement Team All staff Musicians RSNO Artistic Team

Key Responsibilities

Campaign Management and Audience Development

- Work closely with the RSNO External Relations Team to ensure audience development and income targets are achieved.
- Work with the Head of Marketing to create, manage and implement innovative marketing campaigns to maximise sales/participation and communicate the brand. This includes collaborating with designers, filmmakers and photographers to create digital and print collateral; scheduling advertising campaigns with our media buyer; creating and managing paid search, paid social, digital display and video advertising campaigns; planning distribution and mailings; setting up promotions and partnerships.
- Work collaboratively to ensure that campaigns are fully integrated across all platforms, including website, print, direct mail, distribution, press, advertising, digital and social media.
- Lead on the planning, implementation and evaluation of creative above the line marketing campaigns to increase the acquisition of new audiences for all RSNO activities and develop lower-level existing audiences (e.g. first timers, lapsed single-ticket and low-level subscribers) into more active, regular attenders.
- Work closely with members of the Development Team to support the planning and delivery of effective fundraising campaigns and projects (e.g. online and events), with careful consideration of the journey from audience member to potential donor.
- Work closely with the Engagement Team to develop new initiatives to progress our work for and with specific audiences (e.g. children, young people and families) and for particular projects (e.g. Come and Sing).
- Develop and maintain excellent relationships with venue staff, working collaboratively to promote the RSNO.

Digital

- Manage and develop, with design assistance from the Graphics and New Media Designer, the RSNO's website, ensuring the most comprehensive and engaging content is available online.
- In conjunction with the Head of Marketing and supported by the Marketing Team, develop a successful social media and community management strategy across the RSNO's social media channels.
- Oversee the implementation of the social media calendar by the Communications and Marketing Officer and other team members.
- Work with the Marketing Team, and across all departments, to plan and develop engaging content covering the breadth of the RSNO's activity, attracting visitors and audiences – existing and potential.
- Manage and create digital assets including film and photography to support RSNO communications across all digital platforms, communicating clear briefs to agency and team members as required.
- Work with RSNO partners and venues to ensure that RSNO information on their websites and online booking pages is complete and accurate.
- Actively contribute to the development of innovative ideas and new initiatives.

Monitoring and Reporting

- Work with the Head of Marketing and Information Services Manager to (where possible) monitor the return on investment made by all promotional work, to influence future strategic planning. Collect and analyse data produced by promotional campaigns to assess effectiveness and identify potential markets for future projects.
- For digital marketing, set-up tracking and reporting through Google Analytics. Monitor website traffic, set engagement, conversion and sales benchmarks and report regularly on campaign and channel performance.
- Carry out qualitative and quantitative research projects (e.g. interviewing and/or surveying audience members).
- Compile, summarise and circulate the weekly box office ticket income figures with analysis.
- Manage and track budgets as required.

Branding

- Support the Head of Marketing to ensure that RSNO brand values and messages are accurately represented across all communication materials, including writing effective copy for promotional materials.
- Assist with proofreading throughout the organisation, ensuring that internal proofing processes are adhered to.
- Promote and protect the brand of the RSNO both internally and externally.

General

- Build and maintain productive working relationships with staff and musicians across the organisation.
- Undertake concert duties as required, championing customer service within our venues to ensure our audiences have the best experience possible.
- Undertake other relevant activities as required.

Person Specification	Criteria
Educations/qualifications	<ul style="list-style-type: none"> • Degree or equivalent
Desirable experience	<ul style="list-style-type: none"> • Minimum 3 years' experience in a professional marketing role, preferably in an arts environment • Experience of planning, implementing and evaluating marketing campaigns, including paid digital campaigns • Experience of managing digital marketing, including search, content development, innovative use of social media channels and programmatic media planning/buying • A demonstrated understanding and experience of audience development • Experience of working in the arts
Specific skills	<ul style="list-style-type: none"> • Excellent organisational skills • Ability to manage multiple priorities and meet deadlines, producing high quality work • Project management • Strong verbal and written communication skills, including writing copy for print and digital marketing • Ability to adapt communication styles to different audiences and purposes • Excellent attention to detail, including strong proofreading skills • Strong IT skills, including database management, Microsoft Suite and digital communication channels essential • Experience of managing WordPress (or similar CMS) would be beneficial, although training can be given • Solid knowledge of website analytics tools (e.g. Google Analytics) • Ability to prepare and manage income and expenditure budgets • Excellent interpersonal skills • Strong customer service skills • A quick learner with the ability to understand the business and its functions • Good eye for design • Capacity for innovative and creative thinking
General competencies	<ul style="list-style-type: none"> • Planning and prioritisation • Information management • Relationship management • The confidence to represent and advocate the RSNO at external events • 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
Other	<ul style="list-style-type: none"> • An active interest in the arts • Prepared to work some 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.

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

CLOSING DATE: Tuesday 10 December 2025, 11.59pm

INTERVIEWS: Interviews will take place Wednesday 18 December 2025