

# Job Vacancy

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## Marketing Assistant

Department:	Marketing and Sales Department
Salary Range:	£16,213 - £18,013 per annum (dependent on experience)
Deadline for Applications:	Wednesday 20 February 2019
Interviews:	Thursday 28 February 2019
Permanent	

Welsh National Opera is an Equal Opportunities Employer and a Registered Charity. We encourage people from any background to apply for vacancies. We are committed to creating a workforce which is representative of society and brings together people with a variety of skills and experiences to help shape what we do and how we work. We are particularly keen to hear from Black, Asian and Minority Ethnic (BAME) and disabled candidates.

All candidates must complete an application form. Forms can be downloaded at <https://wno.org.uk/about/work-forus#Current-vacancies> and submitted electronically to [recruitment@wno.org.uk](mailto:recruitment@wno.org.uk) or in hard copy to the HR Department,

**WNO, Wales Millennium Centre, Bute Place Cardiff CF10 5AL.**

## **Our Mission**

Our mission is to bring the power, drama and raw emotion of opera to as wide an audience as possible in performances, marked by an uncompromising quest for artistic quality.

As a national company with international status, we sit at the heart of music-making in Wales and play a valuable role in the communities we serve in England. We work with our partners to discover and nurture young operatic talent, and provide the springboard for international careers.

Touring is our lifeblood and we strive to present the highest quality work across our artistic programme, entertaining and inspiring audiences at our operas and concerts and providing transformative experiences through our youth and community work.

Building on our 70-year history and our roots in the communities of South Wales, we aim to demonstrate to future generations that opera is a rewarding, relevant and universal art form.

More than any other company, WNO opens up the world of opera to everyone.

## **Our Vision**

We believe in the power of opera to transform lives.

## **Our Values are:**

<b>Expert</b>	our people have the talent, knowledge and skills to deliver at every level with the highest quality standards
<b>Collaborative</b>	our work is created by people coming together and working in partnership to successfully achieve common goals
<b>Smart</b>	we are agile and open-minded, identifying new opportunities and using our resources wisely to maximise our potential
<b>Innovative</b>	we are unafraid to challenge ourselves creatively and professionally and actively encourage new ideas
<b>Inclusive</b>	we embrace a diverse workplace culture where people are valued. We respect and recognise each other's differences in an environment where all can thrive

## **Our Goals**

Goal 1: Artistic

Open up opera through presentation, content, innovation and accessibility

Goal 2: Income

Unlock our creative and artistic capital to grow our income streams

Goal 3: Audience

Grow and diversify our audiences by creating a buzz, increasing engagement and becoming unmissable

Goal 4: Relevance

Increase our relevance and inspire ownership throughout Wales, England and internationally

The energy which drives the Company today is rooted in its formation in the 1940s. In 1943, WNO was founded by a group of people from across South Wales including miners, teachers and doctors. They wanted to forge an opera Company befitting Wales's rich reputation as the 'land of song'. The first rehearsals took place above a garage in Cardiff and their first performance was in April 1946 with the double bill of *Cavalleria rusticana* and

Pagliacci. From those early days through to today, WNO has attracted some of the world's best opera singers, and indeed offers many young singers their first steps to international renown.

David Pountney, one of the world's most influential opera directors, joined WNO to lead the Company as Chief Executive in 2011 prior to becoming the Company's Artistic Director alongside Leonora Thomson as Managing Director in December 2015.

Welsh National Opera has been led from the pit by a series of great Music Directors and has worked with many of the art form's most influential directors; traditions which continue to this day. Tomáš Hanus joined WNO as Music Director in 2016. At its heart sit the Company's two full-time ensembles, the 40 strong Chorus and 55 strong Orchestra. The Company's funding structure is unique amongst large-scale arts organisations in the UK as it receives its core funding from both the Arts Council of Wales and Arts Council England.

The Company performs at its home base – the state-of-the-art Wales Millennium Centre, Cardiff and tours in Wales and England performing to over 100,000 people each year. Today WNO is an ensemble of passionate and committed musicians, artists, craftspeople, technicians and administrators. It employs over 230 people and has a turnover of £18m.

## About Cardiff – The Home of Welsh National Opera

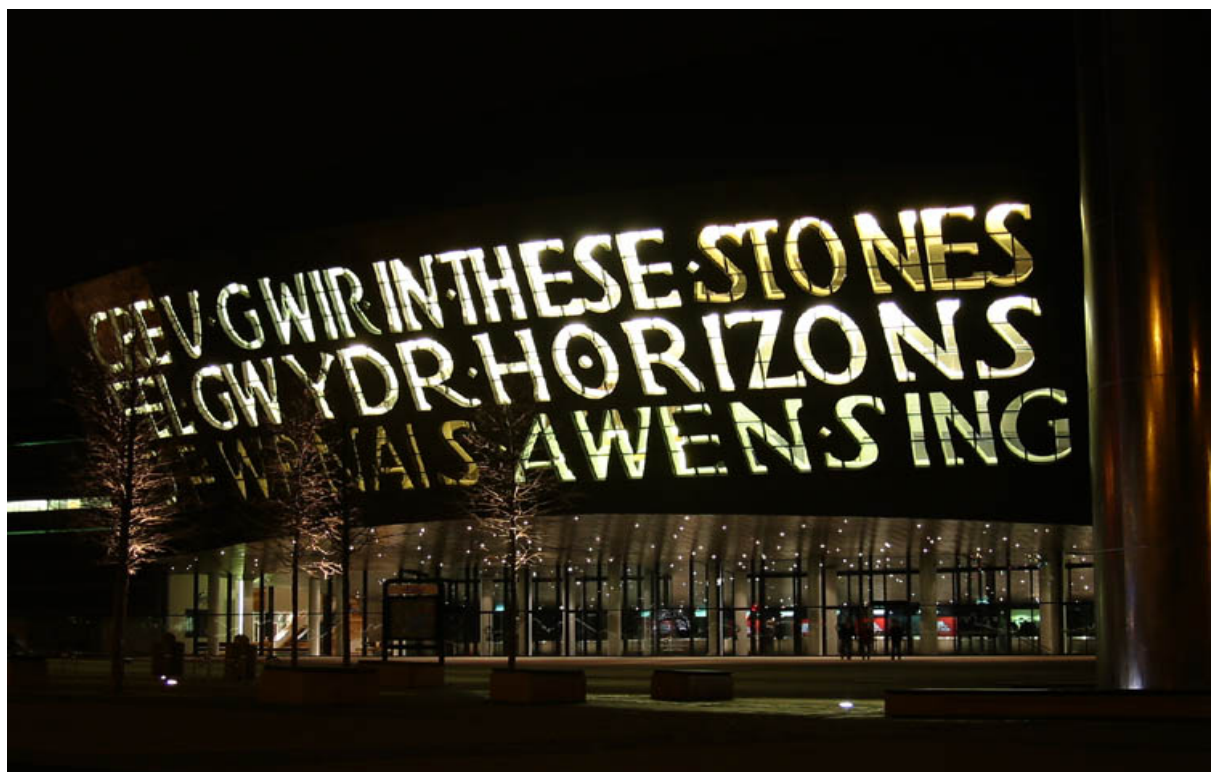
Cardiff is a city proud of its culture, history and language. The capital of Wales since 1955, Cardiff has embraced the role with vigour, emerging in the new millennium as one of Britain's leading urban centres.

Cardiff is a compact city; an ancient castle to the north of its centre; a thriving waterfront at Cardiff Bay to its south; Cardiff combines ancient history, sporting excitement, ultra-modern development, eclectic culture and activities. Cardiff is a friendly, diverse and exciting capital city, just 2 hours by train from London.

Cardiff offers a startling range of unique attractions, top class entertainment and quality shopping with a difference and is easy to explore on foot with attractions such as the National Museum Cardiff, spectacular Cardiff Castle and the impressive Principality Stadium, all within the City Centre, while Cardiff Bay is a short hop away.

Cardiff is also a thriving hub for the arts and media in Wales and internationally and a flourishing film and TV industry. Many mainstream television programmes such as *Torchwood*, *Merlin*, *Gavin and Stacey*, *Casualty*, *Sherlock*, *Upstairs Downstairs*, *The Hollow Crown* Shakespeare series of plays and *Pobol y Cwm* are all being produced by BBC Wales and S4C, with *Doctor Who* attracting fans from across the globe. Cardiff also hosts many musical events including the prestigious *Cardiff Singer of the World* annual competition which draws a huge international audience of fans to the city as well as many arts and media students who chose to study at the Royal Welsh College of Music & Drama, Cardiff School of Journalism, Media and Cultural Studies is based at Cardiff University, a member of the prestigious Russell Group of leading universities and the Cardiff School of Creative and Cultural Industries at the University of South Wales.

Along with the innovative architecture of Cardiff City Centre with its historic buildings, Cardiff Bay offers a great mix of dining, shopping, activities, waterside views, arts and entertainment for everyone. At its heart is Wales Millennium Centre, the home of Welsh National Opera.



## Department Description

### Marketing Department

The marketing department works to reach new audiences for our work as well as keeping our existing audiences engaged. We do this through our website and other digital communications, social media, advertising, direct marketing and much more. We undertake audience research projects and data analysis to help us better understand our audiences. We also produce all print and publications for WNO including programmes.

Welsh National Opera is committed to:

- Retaining existing audiences, increasing their frequency and loyalty / advocacy / support
- Re-engaging lapsed audiences
- Attracting new and more diverse audiences; we will become more culturally relevant to the lives of people who do not think opera is for them through the diversification of our offering and its perception amongst non-traditional audiences.

From 2017-22, our focus on retention and re-engagement will be as important as attracting new audiences for our work.

To support the Business Plan, we have developed an Audiences Strategy that brings together the ambitions of the Marketing, Development and Youth & Community (Y&C) departments and addresses the overlap of audiences, participants and donors.

We are committed to becoming more culturally relevant to the lives of people who do not think opera is for them through the diversification of our offering and its perception amongst non-traditional audiences.

We are also seeking to generate a sense of loyalty and ownership towards WNO, increasing frequency of attendance and advocacy amongst our audiences, leading to loyalty to WNO and moving people up the 'ladder of engagement' towards membership and donation.

Through our Audiences Strategy our ambitions are:

- More people to have the opportunity to experience WNO
- Increase the range & diversity of people experiencing WNO
- Increase levels of engagement
- Increase the depth and quality of people's cultural experience

Alongside the Audiences Strategy sits the Marketing Strategy – its three aims are:

- To grow, diversify and better understand our audience
- To increase our box office income
- To raise awareness of and engagement with the totality of WNO's work

## Job Description

**Job title:** Marketing Assistant

**Responsible to:** Marketing Manager

### Main purpose of job

To assist and support the marketing team through administration and activity implementation across integrated marketing campaigns, audience insight and print management.

### Key responsibilities

- Support the delivery of campaigns through idea generation, desk research and implementing activity as requested by Head of Marketing and Marketing Manager.
- Collate and circulate weekly Box Office reports
- Support website amends, email build and scheduling of social media as required
- Research and write engaging editorial for wno.org.uk news stories as requested by the Campaigns team
- Proof marketing communications and collate all amends to assist design as required
- Manage print stock levels and assist with print deliveries as requested by Head of Print, Design and Brand and Head of Marketing.
- Co-ordinate and produce all cast lists, cover slips and other print required for Front of House during performances.
- Collate biography information and head shots from agents and artists, and manage the filing of these for use by the wider team and Dramaturg.
- Support audience research activity as requested by Audience Insight Analyst.
- Be the first point of contact for all general marketing enquiries by telephone and email in an efficient and professional manner, and co-ordinate the responses to customer feedback as required
- Assist the marketing team by liaising with translators, and ensuring we're compliant with Welsh Language Standards.
- Provide PA support to Director of Marketing & Sales, Head of Marketing and Head of Print, Design and Brand.
- Provide general administrative support across the marketing team including raising purchase orders, booking travel, filing, desk research, minute taking, data entry and ensuring that storage areas are orderly.
- Performing any other reasonable tasks or duties commensurate with the role as requested.

### Health & Safety

- The post carries responsibility for Health & Safety issues at Level 6 (see attached).

## **Person Specification**

### **Marketing Assistant**

#### **Essential skills, knowledge and experience:**

- Good general education , in particular GCSE mathematics or statistics at grade A to C
- Ability to work on own initiative and as part of a team
- Ability to work on multiple tasks in a busy environment
- Ability to meet tight deadlines
- Attention to detail
- Excellent customer service and interpersonal skills with the ability to communicate at all levels
- Demonstrable interest in the performing arts
- Excellent IT Skills – Microsoft Office applications, Word, Excel, Outlook
- Propensity to learn new applications quickly and to a high level of competence

#### **Desirable skills, knowledge and experience:**

- An understanding of basic marketing theories and concepts
- Experience of working in a marketing department
- Knowledge of Wordfly/Hootsuite or other similar digital tools
- Confident with working with numbers
- Fluent Welsh speaker and writer
- Demonstrable interest in opera and/or classical music

## Employee Benefits

### Pension

All employees are automatically enrolled into WNO's Stakeholder Pension Scheme (the "Plan") or such other registered pension scheme as may be set up by the Company as a Qualifying Workplace Pension Scheme three months after joining the Company, subject to satisfying certain eligibility criteria.

### Maternity/ Paternity/ Adoption

We offer a generous scheme which provides payments in addition to statutory provisions.

### Corporate Leisure – Gym Membership

All employees are eligible to obtain the Active Corporate Card operated by Cardiff City Council which is available at a 25% reduced rate and covers various leisure facilities throughout Cardiff.

### Discounts

The Wales Millennium Centre offers discounts to residents at selected outlets within the building and selected restaurants around Cardiff Bay on presentation of ID cards.

### Discounted Cinema Tickets from Cineworld

Please contact HR for an access code.

### Staff Parking Discount with Q Park

We have a corporate rate with Q Park, Pierhead Street (opposite WMC).

## Main Terms and Conditions

- Salary £16,213 - £18,013 salary depending on experience per annum payable monthly by credit transfer to bank.
- The offer of an appointment is subject to receipt of two references that are satisfactory to the company.
- The appointment is subject to a probationary period of six months.
- Termination of engagement during the probationary period is by **one/ three** months' notice on either side. Termination thereafter is by **one/ three** months' notice on either side.
- Normal office hours are 9.30 to 5.30, Monday to Friday, with a 1-hour lunch break, but it should be understood the job involves regular work outside these hours and therefore there is a need to be flexible in working outside normal office hours and at weekends.
- Holiday entitlement is 25 days per annum (pro rata during first year of employment).
- Sickness benefit during the probationary period is at the statutory minimum. Entitlement after completion of the probationary period (26 weeks qualifying period) is a maximum of 13 weeks at full salary and 13 weeks at half salary, inclusive of statutory sick pay in both cases.
- The Company offers a contributory pension scheme.



# Health and Safety

## Individual Responsibilities

All Employees

(Level 6)

**Every employed person, including Managers.**

### Responsibilities

All employees are responsible for:-

The observance and implementation of rules and systems which are derived from the Health and Safety Policy and the arrangements for its implementation.

Taking reasonable care for their personal health and safety and that of fellow employees and others who may be affected either directly or indirectly by their acts or omissions at work.

Reporting promptly to the appropriate Manager potential or actual hazards and defects.

Taking part in any health and safety training considered by the Company to be necessary in order to comply with the Company Health and Safety Policy and current legislation.

Knowing the correct action to be taken in the event of an accident, fire or other emergency.

Co-operating with Management and other employees in meeting statutory requirements.

Not interfering with or misusing anything provided to protect their health, safety or welfare which is required by legislation and using any machinery, equipment, substance or safety device in accordance with any training and instruction.