

Job Vacancy

Marketing Assistant

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| Department: | Marketing and Sales Department |
| Salary Range: | £16,537- £18,373 per annum (depending on experience) |
| Deadline for Applications: | Monday 18 January 2021 (12.00pm) |
| Interviews: | W/C 25 January 2021 |
| 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-for-us> and submitted electronically to recruitment@wno.org.uk

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:

- | | |
|----------------------|--|
| Expert | our people have the talent, knowledge and skills to deliver at every level with the highest quality standards |
| Collaborative | our work is created by people coming together and working in partnership to successfully achieve common goals |
| Smart | we are agile and open-minded, identifying new opportunities and using our resources wisely to maximise our potential |
| Innovative | we are unafraid to challenge ourselves creatively and professionally and actively encourage new ideas |
| Inclusive | 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.

Following his position as General Director of Seattle Opera since 2014, Aidan Lang joined WNO to lead the Company as General Director in July 2019.

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. Our current Music Director Tomáš Hanus joined WNO in August 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.

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, and has become one of Britain's leading cities and one of the most vibrant and diverse urban centres.

Although 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 developments, eclectic culture, arts and activities. Cardiff is a friendly, diverse and exciting capital city, just 2 hours by train from London Paddington.

Cardiff offers a wonderful range of unique attractions, top-class entertainment and quality shopping with a difference in wonderful Victorian arcades and modern malls, and great mix of eclectic bars and restaurants. It is easy to explore on foot and visit the National Museum Cardiff which includes Natural History and Art galleries, the spectacular Cardiff Castle, wonderful green spaces, parks and river walks along the Taff, and the impressive Principality Stadium, all within the City Centre and with the dynamic Cardiff Bay is a short hop away.

This city is also a thriving UK and international hub for the creative industries, arts, design and media with a flourishing film and TV industry and world-renowned performing arts companies and orchestras. Many mainstream television programmes such as Doctor Who, Casualty, Sherlock, Pobl y Cwm, His Dark Materials, Gavin and Stacey, The Hollow Crown Shakespeare series of plays are all being or have been produced here by BBC Cymru Wales, Bad Wolf and S4C and other thriving independent production and design companies. Cardiff also hosts many musical events including the prestigious *Cardiff Singer of the World* which draws a huge international audience of fans to the city as well the International Concert Series held at St David's Hall and the BBC Hoddinott Hall.

Theatre also flourishes with National Theatre Wales, the Sherman and New theatres, as well as burgeoning live music and comedy venues, the Chapter Arts Centre and Everyman independent cinema. Cardiff also boasts a leading conservatory in the Royal Welsh College of Music & Drama. The renowned Cardiff School of Journalism, Media and Cultural Studies is based at Cardiff University, a member of the prestigious Russell Group of the UK's leading universities and the Cardiff School of Creative and Cultural Industries at the University of South Wales.

Cardiff is the perfect blend of innovation and the historic, as is Cardiff Bay, which offers a great mix of dining, shopping, activities, waterside views, arts and entertainment for everyone, including the Senedd building of the Government of Wales. At its heart, sits the iconic Wales Millennium Centre, 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.

Job Description

Role: 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 marketing campaigns through idea generation, desk research and implementing activity as requested by Head of Marketing & Digital and Marketing Manager.
- Proof marketing communications and collate all amends to assist design as required.
- 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.
- Support WNO's digital marketing activity including making amends to WNO website, building campaign emails, and scheduling of social media as required.
- Devise, research and write engaging editorial for WNO website including regular news stories as required.
- Provide general administrative support across the marketing team including raising purchase orders, updating budget spreadsheets, booking travel, filing, desk research, minute taking, data entry and ensuring that storage areas are orderly.
- Generate email and web content for Get Into Opera (WNO's 16-34s initiative) and contribute ideas for growing engagement from target market.
- Manage print stock levels and assist with print deliveries as required. Liaise with Wales Millennium Centre colleagues over front of house print and monitor to ensure WNO maintains a constant presence in the building.
- Co-ordinate and produce all cast lists, cover slips and other print required for Front of House during WNO seasons including dress rehearsals.
- Collate biography information and head shots from agents and artists, and manage the filing of these for use by the wider team and Dramaturg.
- Collate and circulate weekly Box Office reports.
- Support audience research activity as requested by Audience Insight Analyst.
- Assist the marketing team by liaising with translators, and ensuring compliance with Welsh Language Standards.
- Perform any other reasonable tasks or duties commensurate with the role as requested.
- Provide PA support to Director of Marketing & Sales, Head of Marketing and Digital, and Head of Print,

Design and Brand.

Health & Safety

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

Person Specification

Essential skills, knowledge and experience:

- A high level of literacy and numeracy, with excellent attention to detail
- Ability to work on own initiative and as part of a team
- Ability to work on and prioritise multiple tasks in a busy environment working to tight deadlines
- Excellent communication and interpersonal skills
- Experience of using Microsoft Office applications
- An understanding of digital and social media in a marketing context
- Propensity to learn new digital applications quickly and to a high level of competence
- Demonstrable interest in the performing arts
- Welsh Language Level 4 (Please refer to the Welsh Language Matrix)

Desirable skills and experience:

- An understanding of basic marketing theories and concepts
- Experience of working in a marketing department
- Experience of using website CMS systems
- Experience of using Basecamp, Trello or other planning tools
- Demonstrable interest in opera and/or classical music

Welsh Language Skills Matrix

| LEVEL | LISTENING | READING | SPEAKING | WRITING |
|----------|---|--|--|---|
| 0 | None | None | None | None |
| 1 | Able to understand basic enquiries in Welsh (Ble mae....? / Ga i siarad â....?) | Able to read basic words and phrases (signs or short and simple notes) | Able to conduct a general conversation (greetings, names and place names) | Able to write basic messages (Diolch am y llythyr...) |
| 2 | Able to understand basic social conversation in Welsh | Able to read basic material involving work (slowly) | Able to answer simple enquiries involving work | Able to answer simple correspondence with assistance |
| 3 | Able to follow routine conversations involving work between fluent Welsh speakers | Able to read routine material with a dictionary | Able to converse with someone else, with some hesitancy, regarding routine work issues | Able to draft routine text, with editing assistance |
| 4 | Able to follow the majority of conversations involving work including group discussions | Able to read the majority of material in own work area | Able to speak the language in the majority of situations using some English words | Able to prepare the majority of written material, with some revision assistance |
| 5 | Able to understand all conversations involving work | Able to understand all material involving work | Fluent – able to conduct a conversation and answer questions | Skilled – able to complete complex written work without the need for revision |

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.

Staff Parking Discount with Q Park

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

Employee Assistant Programme

We provide a free confidential; counselling and advice service that is available family.to all our employees, freelancers and contractors.

Welsh lessons

We support staff who want to learn or improve their Welsh language skills, and we offer optional basic Welsh and improver lessons free of charge.

Main Terms and Conditions

- Salary £16,537- £18,373 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 week's notice on either side. Termination thereafter is by one 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.