

 **e** Orchestra of the  
Age of Enlightenment



**Marketing Officer**

# Welcome to the OAE



Thank you for your interest in applying for the role of Marketing Officer with the Orchestra of the Age of Enlightenment. This recruitment pack should contain all the information you need to put together a successful application, but if you need any further information or to receive this pack in an alternative format, please email [recruitment@oae.co.uk](mailto:recruitment@oae.co.uk) or call 02081599184.

We are always striving to make the OAE an exciting and inspiring place to work and this couldn't be better represented by our relocation to Acland Burghley School in north London, of which more later.

If you want to explore more of what the OAE does, we would suggest delving into some of our videos on our [YouTube channel](#), especially our popular video [Introducing the Baroque Theorbo](#). We are also very proud of our newly renovated offices in the school, so why not have a look at our [office](#) and [library](#). Finally, if you would like to find out more about the Orchestra, how we began, what it means to be 'a period instrument orchestra' and how we are run by our players, have a look at this [blog post](#) on our website.

We look forward to receiving your application.

**Crispin Woodhead, OAE Chief Executive**



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# About the OAE

The Orchestra of the Age of Enlightenment (OAE) specialises in historically informed performance. It is governed by its players and works with its Principal Artists who include Sir Simon Rattle and Sir Mark Elder as well as soloists such as Nicola Benedetti, Roderick Williams and Gerald Finley. The Orchestra aims to bring the very best of the period music tradition to today's audiences in performances characterised by artistry, integrity and adventure.

The OAE is Resident Orchestra at Southbank Centre and Associate Orchestra at Glyndebourne Festival Opera. The orchestra tours globally and, through a wide range of education projects, engages with thousands of people across many parts of Britain.

In 2020, we became the very first orchestra in the UK to take up residence in a school. We are immensely proud of our embedded education partnership with Acland Burghley School, and that we can share the next chapter of the OAE story with the wider Camden community.

In October 2020, we launched our digital subscription platform, [OAE Player](#), which features over fifty new music performance videos, created specifically for an online audience and filmed in-house by the OAE's digital team.



# Role overview

**Responsible to:** Marketing Director

This is a sought-after opportunity to join the Orchestra of the Age of Enlightenment, one of the world's most exciting and distinctive orchestras. You will make a vital contribution to both the marketing and press functions, working on a diverse range of series including:

- Our flagship Southbank Centre series
- Bach, the Universe and Everything at Kings Place
- The Night Shift
- Events for children and young people
- Our digital subscription platform, OAE Player

You will be part of an innovative team acclaimed for its dynamic visual identity, digital output, ground-breaking series The Night Shift, and approach to reaching younger audiences.



# Key responsibilities

- Work with the Marketing Director to devise and implement marketing campaigns for the OAE brand, live and digital activity.
- To be an initiator and creator of content, including adverts, website/blog, video, audio/podcasts, images and emails.
- To take responsibility for the regular broadcast of content via the OAE's various channels, in particular on social media, website and emails.
- Liaising with musicians, agents and media outlets to arrange interviews, appearances, photos shoots etc.
- Creation of email marketing and contribute to the delivery of the OAE's customer relationship management (CRM) programme.
- Co-ordinate the OAE's programmes, literature and printed assets.
- Undertake some design/artwork for adverts, literature and digital assets.
- Assist with data maintenance, extraction and analysis, and ensuring that the OAE follows best practice in protecting audience data.
- Provide assistance at concerts and events in London and elsewhere

Please note this list is not exhaustive. A full job description is available on request and will be provided to all candidates selected for interview.



# Person specification

- Experience of working in a cultural organisation and/or a marketing, media or digital agency and/or in a customer service role.
- An understanding of music and an appreciation for classical music.
- Good creative communication skills, with the ability to identify and develop a narrative in words and images that tell the story of what the OAE does.
- Confident in learning technical aspects of marketing and using software programs, apps and platforms (e.g. social media, design software, content management and CRM/ticketing systems)
- An analytical and thoughtful approach to your own and the team's work; able to assess outcomes, research ideas and innovate with solutions.
- Commitment to being a participative member of a team, diplomacy and discretion, and supporting colleagues



# Acland Burghley School

In summer 2020 the OAE moved into Acland Burghley School in Camden, North London. The residency – a first for a British orchestra – allows us to live, work and play amongst the students of the school.

Three offices have been adapted for our administration team, alongside a recording studio/library. The Grade II listed school assembly hall is used as a rehearsal space, so for the first time, we are all in the same place: players, staff and library!

The school is not just the OAE's landlord or physical home. Instead, it offers the opportunity to build on twenty years of work in the borough through OAE's long-standing partnership with Camden Music. Having already worked in eighteen of the local primary schools that feed into ABS, the plans moving forward are to support music and arts across the school into the wider community. This new move underpins the OAE's core 'enlightenment' mission of reaching as wide an audience as possible.

The move has been made possible with a leadership grant of £120,000 from The Linbury Trust, one of the Sainsbury Family Charitable Trusts. Their support has facilitated the move to the school and is underwriting the first three years of education work.



# How to apply

Please apply by completing the application form and sending it along with your cover letter to Edward Shaw, General Manager, at [recruitment@oae.co.uk](mailto:recruitment@oae.co.uk).

## **Deadline**

12:00 on Tuesday 12<sup>th</sup> April. Applications received after the deadline may not be considered.

## **Equality & Diversity Monitoring**

We request that all applicants complete our online [Equality and Diversity monitoring form](#).

## **Interviews**

Short-listed candidates will be invited to interview the week commencing Monday 18<sup>th</sup> April 2022 to be held at the OAE's Office in Tufnell Park, London.



# Information

## Safeguarding

If we make you an offer of employment following a formal interview, employment with the OAE will be conditional on completing a self-disclosure form and passing an enhanced DBS check. If you have been resident overseas for three months or more in the past five years, we will also apply for a criminal record check in that country. Candidates will also be required to provide the details of at least two referees when applying. As the OAE is based in a school, we expect all candidates to familiarise themselves with the fundamental concepts of safeguarding. For more information, please visit the [NSPCC website](#).

## Equality

As an equal opportunities employer, we welcome applications from all suitably qualified persons. However, as Black, Asian and minority ethnic (BAME) and disabled people are currently under-represented within the OAE, we would particularly welcome applications from BAME and disabled applicants. All appointments are made on merit.

## Eligibility to work

All applicants should be eligible to work in the UK. If you are invited for interview you will be required to bring your passport and any relevant visas or permits to prove your eligibility to work in the UK.

Candidates must be over 18 years of age.



# Terms of employment

**Salary:** £24,375 gross per annum

**Tenure:** Permanent

**Contract:** 5 days per week

**Holidays:** 20 days per year increasing 1 day per year of service to a maximum of 25 days plus all statutory holidays

**Pension:** The OAE operates a workplace pension scheme

**Office hours:** 9.30am – 5.30pm at the OAE offices, Acland Burghley School, 93 Burghley Road, London NW5 1UH.

**Flexible working:** The OAE operates a flexible working policy. This role will suit a hybrid of office based working and home working. You may be required to work outside of office hours and in other locations from time to time as required. The OAE operates a Time Off in Lieu Policy.

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