



HARRISON PARROTT

JOB DESCRIPTION

Title:	Associate Marketing Manager
Reporting to:	Marketing Manager
Basis:	Full time – 6 month contract
Salary:	£24,000 - £31,000
Location:	London office based
Closing date:	Sunday 7 th April 2019

About us

This is a truly unique opportunity to join an award-winning artist and project management agency at an exciting time of expansion.

Innovation, expertise and responsiveness have been the hallmarks of HarrisonParrott ever since its foundation in 1969 when Jasper Parrott and Terry Harrison pioneered a new approach to artist and project management. Today, that restless and challenging spirit is as strong as ever, shared across one of the most experienced teams in the business.

We have more than 70 employees who speak a total of 11 European languages as well as Japanese, Mandarin, Cantonese, Russian and Korean. With offices in London, UK, and Munich, Germany, we operate on a truly global scale. While our main focus is classical music, we also work with other art forms, including ballet and theatre, and have an in-house boutique agency, Polyarts, that manages artists from a wider range of music genres.

We seek people who match our pro-active drive and ambition with a can-do attitude, who are excited about playing a key role in the future of the Arts on a global scale.

Job purpose

To Pro-actively support the day to day running of the HarrisonParrott marketing department. You will have excellent communication and copy-writing skills and considerable attention to detail. A high level of professional confidentiality and discretion will be essential.

Key relationships

COO and GC, Development and Sponsorship Manager, Artist Managers and Artist Coordinators.

Key accountabilities

Company website and social media channels

- Assist with the day to day management of the Website
- Assist with the upkeep of the client pages on the website, liaising with the artist management and projects/tours teams to ensure they remain strong, sales-focused and up to date.
- Responsible for the process by which news and digital content is uploaded to the website and social channels, liaising with the artist management and projects/tours teams to ensure key sales messages are included.
- Assist with the writing, editing and proofing of artist biographies, tailoring content and language to different readerships (audiences and promoters) and making them available on the website.
- Ensure timely and accurate updates are made to the company website (discographies, reviews).
- Liaise with Artist Coordinators to ensure timely provision of video/audio content following concerts, proms, events and requesting press reviews.
- Ensure news and digital content is uploaded to the website and social channels in a timely manner, liaising with the artist management and projects/tours teams.



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- Assist editing and proofing of artist biographies, tailoring content and language to different readerships (audiences and promoters) and making them available on the website.
- Editing artists photographs for use on the website using Photoshop
- Ensure all other website content is accurate and up to date, performing regular checks and audits.

Social media channels

- Assist with the company's Twitter feed and Facebook, sourcing content from artist management and projects/tours teams and ensuring an engaging and appropriate tone and building the number of followers.
- Assist with the company's LinkedIn Page.
- Monitor and assess company's social media presence, considering new opportunities and platforms.
- Responsible for the Twitter feed and Facebook page of the International Piano Series, liaising with colleagues, the Southbank Centre and managers from other agencies as appropriate to create content and increase likes and followers.

Digital platforms

- Assist with the company Vimeo account (video hosting) – use it to upload videos and produce playlists for artist management & projects/tours sales pitches.
- Assist with the company Spotify account (music streaming).

CRM and email campaigns

- Work with artist management/touring/IT to ensure the contact information and marketing preferences of key promoters is accurate and kept up to date on the company database.
- Assist with producing email campaigns for selected groups of promoters, monitoring open and click through rates.

Marketing Sales Support

- Assist with creating promotional sales videos using FinalCut Pro.
- Assist with creating Press Packs, and additional sales materials using InDesign.

Copywriting

- Write news stories and artist biographies in liaison with Artist Managers, sending bios and photos to promoters and press.
- Editing artist bios to specific word lengths as needed by various promoters.
- Source content for the company's Twitter feed from artist management & projects/tours teams and ensure an engaging and appropriate tone.

General

- Support internal marketing & communications workshops to ensure staff are informed of new marketing and communication platforms.
- Responsible for the information on external databases (e.g. Classical Music Artists listings).
- Responsible for the internal information resources (e.g. list of photographers, forthcoming releases, representation agreements, style guide) up to date.
- Ensure the public/client facing spaces on are on brand and maintained/updated with relevant materials and images.
- Provide marketing support when necessary to HP consultancy projects and associated companies within the Jasper Parrott Ltd group.

Benefits

- **25 days of paid holiday per year in addition to statutory bank and public holidays. 5 of these days are to be taken during the office closure period in December.**
- **Company Pension Scheme.**
- **Life assurance: 3 x annual salary.**
- **An interest free season ticket loan.**
- **Annual ticket allowance for HarrisonParrott artist events.**
- **On-site shower facilities.**
- **On-site gym, free to use**



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Additional Information

We are an equal opportunity employer and value diversity. We welcome applicants from all backgrounds.

Completed applications are to be sent to hr@harrisonparrott.co.uk before/on the closing day specified and need to include a copy of your CV, completed application form and equal opportunities form. An initial telephone interview may be possible if you are currently living outside the UK. Please note the essential requirements listed below when completing your application.

PERSON SPECIFICATION

Skills and Experience:	Essential:	Desirable:	Assessment method:	
			Application:	Interview:
High level of accuracy, attention to detail.	✓		✓	✓
Ability to manage and prioritise a large number of varied tasks with multiple deadlines.	✓			✓
Excellent communication skills (written and verbal). Fluent in English with the ability to deal confidently and sensitively with all internal and external connections at all levels	✓		✓	✓
Educated to at least undergraduate degree level		✓	✓	
Have excellent written English, with the ability to write, edit and proof copy that is punchy, accurate and appropriate for its readership	✓		✓	✓
Excellent IT skills, proficiency in the Microsoft Office suite	✓		✓	✓
Experience of using website content management systems	✓		✓	
Experience of managing social media channels, and ideally applications such as Hootsuite	✓		✓	
A good working knowledge of Adobe Photoshop and InDesign, with a good visual eye and a flair for creativity	✓		✓	
Experience using video editing software such as FinalCut	✓		✓	
Experience in a similar marketing role, ideally in the arts/classical music	✓		✓	
A good knowledge of and active interest in classical music		✓	✓	✓
Working knowledge of at least one additional modern language		✓	✓	✓
