

Opera Holland Park

Job Application Pack





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We are Opera Holland Park

We are an urban company in a leafy, airy setting. Every summer we build a theatre and perform to audiences from the Royal Borough of Kensington and Chelsea and beyond.

We identify and nurture emerging talent through our Young Artists scheme, and welcome singers, conductors, directors and designers back as their careers take flight.

We are an independent charity. Throughout the year, we serve the community in care homes, hospices, shelters and schools. We build the audiences of the future and take music to those for whom a traditional theatre setting is inaccessible.

We work in a four hundred year old multimedia live art form and tell stories through the expressivity and emotional honesty of the unamplified human voice. Our work covers a multitude of genres, time-periods and



places. We take our audiences with us, introducing them to rarities and celebrating well-loved classics together.

Cover image: Alison Langer (Oscar) and members of the Opera Holland Park Chorus in Verdi's *Un ballo in maschera* © Ali Wright, 2019



Our Mission and Values

Our mission is to share the cultural, wellbeing and social benefits of opera with our local community in Kensington & Chelsea and beyond. We do this by:

- Staging affordable and accessible, high-quality opera productions at our open air theatre in the centre of Holland Park
- Working with our family of freelance performers and creatives to bring opera to those for whom traditional theatre productions are inaccessible
- Providing opportunities for emerging talent in the opera industry to develop their skills and gain experience in a supportive environment
- Using our platform as a respected arts organisation to dispel stereotypes and spread the message that opera is for everyone

As a company and a community, we work together to make sure everything we do embodies our values:

- Creativity – Whether we're producing our summer opera festival, building our theatre in the heart of Holland Park, or looking for ways to make opera accessible to new audiences, creativity is central to our work.
- Community – Opera Holland Park is not just a company but a community, made up of all the

people who support us, work with us, see our shows and take part in our events and workshops. Through our outreach and education work, we aim to welcome as many people as possible from the local community into the Opera Holland Park family.

- Integrity – We are a company with integrity. Every one of us believes wholeheartedly in the importance of each project we work on. When it comes to our productions, we strive to get to the heart of the stories that make opera such a compelling artform.
- Respect – As a company and a community, our respect for one another defines how we work together in the rehearsal room, offices, backstage and beyond. It also defines our relationship with the historic site where our theatre is based, and our approach to the environment and sustainability.
- Passion – What unites us as a community is our passion for opera, for the cultural, wellbeing and social benefits classical music can offer, and for showing that this profoundly human, 420-year-old artform is for everyone and is still relevant today.

Job Description

Job Title: Marketing Trainee

Department/Team: Marketing

Reports to: Marketing Officer

Contract type: Fixed term contract (full time from January 2022 to September 2022)

Location: Remote working, with occasional work at the Opera Holland Park Theatre in Kensington

Hours: 40 hours per week, core hours are between 10am and 5pm and some evening and weekend work will be required

Salary: London Living Wage (£11.05 per hour)

Purpose of job

- To assist the Marketing Officer and Head of Marketing with a range of marketing, communications, and press related tasks in the lead up to the Opera Holland Park summer season
- To develop marketing and communications experience, and a range of transferable skills that will be useful for a future career in marketing and/or arts administration

Day in the life

The lead up to the summer season beginning in January is the busiest time of the year for the marketing department. Every day looks a little bit different, so you might find yourself in the office writing copy for an email newsletter, attending online or in person events, visiting rehearsals for video and photo shoots, helping out at the theatre, working with our Box Office team, and much more.

By starting in January, you will have time to become an integral part of the OHP team. We will support you to take ownership of some key aspects of our communications, from social media to emails.

Role expectations and accessibility

The Marketing Trainee role can be very busy. We're a small marketing team, with a lot to do, especially in the lead up to the season, and directly before and after the opening night of a show. However, the work is very rewarding too. There's nothing better than seeing a full theatre on opening night and knowing you're part of the reason everyone's there.

When we're at the theatre for a performance, we spend quite a lot of time standing up. This can be physically tiring, but we're more than happy to find ways of making this more accessible. There are also some long nights,

but we only occasionally need to stay until the end of a performance.

The theatre site, where performances, rehearsals, and most events will be held, is fully wheelchair accessible, with step free access to the majority of areas. For more information, have a look at our access page [here](#).

Please note: we will be making some updates to this page in the run up to our 2022 Season, as some areas of the site will be slightly redesigned. However, we don't expect the access information to change hugely this year.

At the moment most of our work is being done from home, which has its own physical and emotional demands. This means you'll have to be confident and proactive, as we won't be around in person to talk you through things all the time. You'll also need to be good at setting your own boundaries. As a company we use Slack, Zoom and emails for remote communication. This means we can quickly message each other, and still speak face to face. We are also starting to have more in person meetings with the whole company. Before we meet for these, everyone is required to take a Lateral Flow Test.

Practicalities

The nature of the Marketing Trainee role means you'll need access to your own computer at home, with good internet connection so you can join Zoom meetings and occasionally upload videos, images and podcasts.

When we're working in person, there's no real dress code – you can wear whatever you feel comfortable in, whether that's jeans and a t-shirt or more formal work wear. The only exception is when we're at the theatre. For opening nights we wear semi-formal dresses or suits, and for ordinary nights we usually wear something like a nice summer dress or work trousers and a shirt. All of this is also very dependent on the weather, which can be variable as our theatre is outdoors. If you have any questions about work wear, we can give you more information during or after the interview process.

Role outline

Marketing & Communications

- Draft and send out email newsletters and booking reminders
- Draft and send out pre- and post-performance email communications for performances and events during the season
- Create and distribute customer surveys and feedback methods

- Collate customer feedback
- Draft and brainstorm ideas for marketing and social media campaigns
- Update content and information on the Opera Holland Park website
- Assist with administrative project planning and production as required for film projects, including trailers and interviews
- Edit and distribute weekly podcasts
- Help to manage reciprocal marketing relationships, including social media and email swaps
- Assist with promotional print design and distribution for the summer season

Press

- Maintain and administer the press and media contact lists
- Draft and distribute invitations to press nights, managing RSVPs
- Brainstorm ideas for press pitches
- Help to organise press nights in collaboration with colleagues
- Respond to press requests, distributing enquiries to relevant members of the team
- Manage the distribution of press photography and create accurate captions
- Manage press ticket requests

- Manage press cuttings and quotes

Other

- Play an active role in the Access Working Group, evaluating and evolving current access processes and information on a regular basis
- Keep customer records in OHP's Box Office system (Spektrix) up to date
- Create purchase orders and process invoices from suppliers
- Assist with signage around the theatre – finding suppliers, working with designers and facilitating deliveries and installations
- Support the Development team in their campaigns as required

Person Specification

The ideal candidate for this role is someone at the start of a career in arts marketing. You will be looking for a temporary role that's a step up in responsibility from an internship, and that will allow you to build your skills and experience. You might be a recent graduate, or you might be working in another job already but looking to step into the arts industry.

We're looking for someone with excellent communication skills (particularly when it comes to writing), who's a fast learner, confident with technology, has a good sense of initiative, and is passionate about developing a career in marketing.

Essential criteria

- Full fluency in English
- A high level of confidence with writing and proofreading
- Excellent computer literacy
- An ability to learn quickly and pick up new skills
- Pro-active and able to work independently
- Creative mind set and a good problem-solver
- Excellent attention to detail and accuracy
- A passion for the arts, and an awareness of industry activity

- Clear communication in person, both one-to-one and in groups

Desirable criteria

- Experience in Adobe Creative Suite or similar design software
- Experience with editing websites on WordPress, and an understanding of basic HTML
- Experience managing a social media account, group, or page
- Experience with filming and photography

Please do not be put off applying if you don't feel you meet any of the desirable criteria – these are skills we will be happy to teach you during your time with us.

How to apply

To apply for this role, please:

1. Download the Application Form [here](#) (also available in large print [here](#))
2. Complete the anonymous Equal Opportunities Monitoring Survey [here](#).
3. Complete the Application Form, and email it as an attachment (either in Word or PDF format) to Philippa at marketing@operahollandpark.com. Please make sure you demonstrate how your skills and experience meet the person specification provided. There are some tips in the form to give you guidance on how best to do this.
4. We also accept applications in video or audio format. If you would prefer to apply in this way, please email a link to your video to the email address provided. As a guideline, you should aim for a recording of around 5 minutes, and you should answer all the questions on the Application Form

We will be accepting applications for Marketing Trainees until Thursday 9 December at 10am. Any application received after this may not be included in the recruitment process.



We aim to reply to all applicants with the outcome of their application within two weeks of the deadline. We will provide feedback to all applicants, regardless of the outcome of your application.

Equal Opportunities

Opera is for everyone. We commit to creating opera for all people, and working with all people to create opera. We believe it is essential to nurture new and diverse talent, onstage and off. The more diverse our workforce, the stronger our community and the better able we are to achieve these aims.

We are particularly keen to receive applications from people who experience racism, disabled people and LGBT people, as these groups are currently under-represented at Opera Holland Park.

Access

We are committed to making our recruitment process as accessible as possible. As part of this, we will:

- Provide detailed access information for all roles to the best of our knowledge at the time of recruitment
- Provide our Recruitment Pack and Application Form in a variety of formats, including large print
- Accept applications in written, video, and audio format
- Provide interview questions to all shortlisted candidates in advance
- Commit to offering interviews to all candidates who self-identify as disabled and meet the essential criteria



Contact us

If you have any questions about this role or our recruitment process, or if you wish to discuss any adjustments to make our recruitment process or workplace accessible to you, please don't hesitate to get in touch with Philippa at marketing@operahollandpark.com. We will be very happy to hear from you.

Thank you for your interest in Opera Holland Park.

Back cover image: Audience members dancing during Carnival Culture in the Park © Ali Wright, 2021

