



## **MONTEVERDI ARTS MANAGEMENT TRAINING PROGRAMME MARKETING TRAINEE – FULL-TIME, 6 MONTHS**

### **ABOUT US**

The three Monteverdi ensembles – the Monteverdi Choir, English Baroque Soloists and Orchestre Révolutionnaire et Romantique – are a leading force on the international music scene. World-class musicians and singers from many nationalities come together to share in the distinctive vision of our founder and music director, Sir John Eliot Gardiner, in ground-breaking projects that span eight centuries of musical masterpieces.

Buoyed by the momentum created by our highly anticipated and RPS award-winning Monteverdi 450 international tour, this is an exciting time to work alongside our busy team as we deliver prestigious tours including Handel's *Semele* and Berlioz's *Benvenuto Cellini* in 2019, and our ambitious Beethoven 250 project in 2020.

### **ABOUT THE PROGRAMME**

The Monteverdi Arts Management Training Programme offers a bridge between university and the professional world for graduates who are interested in pursuing a career in arts administration. Placements are currently voluntary and unpaid, but we offer a contribution towards travel and lunch costs. Previous trainees have gone on to secure positions with major organisations such as The Royal Opera House, Orchestra of the Age of Enlightenment, The Sixteen, The Electoral Reform Society, Dance UK, Sage Gateshead, Albion Media, The Agency Group and most recently, the Monteverdi team.

The Marketing team is responsible for expanding our audiences, publicising our activities, and engaging our fan community worldwide. You will learn about all aspects of the marketing mix, on both digital and “traditional” platforms. By the end of the placement you will have acquired a good understanding of marketing within the performing arts, and the practical skills to help you move confidently towards your first marketing job. In this role you will have the chance to:

- Learn about digital: you will be trained on how to work with a website (from daily content updates to overall strategy), how to use social media for business (defining objectives, creating a content calendar, monitoring results), and how to design effective digital campaigns.
- Understand analytics: you will get training on the marketer's basic data “toolbox” such as website, social media and e-marketing analytics, and how to use them to improve future results.
- Improve your copywriting skills: learning key skills such as tailoring content to different audiences and platforms, making your message clear and engaging, proofreading to ensure quality and consistency.
- Get first-hand experience of event promotion: by working directly on promoting our upcoming concerts, you will get an overview of how to plan and implement a publicity

campaign. This could include design, digital and social advertising, print, print distribution, interpreting and responding to box office data, etc.

- Learn about other marketing areas, including planning, branding, and PR. You could be invited to contribute to research for larger projects as well as daily activities in those areas. You will get to share your creative ideas with the team and learn how to adapt those ideas according to overall strategy/ budgets/ time requirements.
- Improve interpersonal and communication skills, and learn to build effective professional relationships, not only with the Monteverdi team, but also with a number of external associates including promoters, agents, performers and various suppliers.
- Gain an understanding of the daily running of a busy arts administration office: this could include tasks such as answering and re-directing phone-calls, handling post, responding to general queries from the public, purchasing office supplies, booking couriers and taxis, and greeting visitors to the office.

## **WHO WE ARE LOOKING FOR**

We are looking for motivated and energetic graduates who are passionate about music and keen to embark on a career in arts or events marketing. Key qualities we will look for in applicants are:

- Good organisational skills and attention to detail
- A keen interest in / knowledge of classical music
- A pro-active and professional attitude to work
- Professional telephone manner and demeanour
- An excellent command of English (written/spoken)
- Understanding of the most popular social networks

## **HOW TRAINEES BENEFIT FROM OUR PROGRAMME**

- Our placements offer the invaluable opportunity to work behind the scenes of an ambitious and fast-paced arts organisation directed by Sir John Eliot Gardiner, one of the most versatile and sought-after conductors of our time
- The organisation is in the unique position of managing two period-instrument orchestras, whose members are world-renowned in their field, as well as the greatest professional choir in the world
- Our Marketing Trainees build a solid foundation of experience in arts marketing and office administration within a positive and innovative environment
- As well as offering you career advice, we can provide support in finding a permanent role in the industry at the end of your placement, offering guidance in writing CVs and job applications, and improving interview skills.

## **HOW TO APPLY**

To apply, please email a CV, a covering letter outlining your suitability for our Training Programme and our Equality & Diversity Monitoring Form to [recruitment@monteverdi.org.uk](mailto:recruitment@monteverdi.org.uk) with the subject line 'Training Programme Application'.