



Senior Marketing Manager  
Candidate Pack



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Your journey starts here...



English National Opera exists for everyone, creating new experiences with opera that inspires, nurtures creativity and makes a difference. Our vision is for lives changed through opera.

We take a fresh inspiring approach to opera to reflect the diversity of our culture.

We believe that opera is a living art form able to connect to people from all parts of our society. We collaborate with a range of artists and art forms as part of our commitment to the future of the art form. We sing in English, as we believe it enhances the emotional connection between performers and audiences.

We encourage creativity throughout the company and our commitment to the future of opera provides a platform to develop outstanding careers.



We are a world-class national company recognised internationally for the standard of our work. We nurture talent across the entire company including a platform for young singers to start and then develop global careers.

We connect to audiences through inspiring, accessible, world-class opera and stimulating, creative participation programmes.

We create our productions for the widest possible audiences and aim to introduce completely new audiences to the magic of opera whether at the London Coliseum, outside of our theatrical home or internationally.

We make our productions accessible by offering a large proportion of tickets at affordable prices, and through our attendance schemes.



We work with a wide range of visiting companies to generate essential revenue and welcome new audiences to share the experience of our theatre.

**English National Opera is founded on the belief that opera of the highest quality should be accessible to anyone.**



## Senior Marketing Manager

### SUMMARY

The Senior Marketing Manager will lead ENO's main campaigns for the 2026/27 season, making sure our marketing is as extraordinary, distinctive and compelling as the work on our stages. You'll help strengthen how we plan, deliver and evaluate campaigns, while also putting in place frameworks and ways of working that will support the team beyond this interim period.

This role is about helping things work better together – across marketing, communications and digital – so audiences experience confident, joined-up campaigns and colleagues across the organisation clearly see the impact of our work.

This role will suit someone who enjoys running complex campaigns end-to-end, brings creativity and rigour in equal measure, and is confident building momentum in new places as well as established ones.

### Start Date

ASAP

### Contract

12-month, fixed term contract

### Reports to

Head of Marketing

### Salary

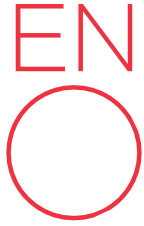
£45,000-£50,000 per annum

### Location

London Coliseum

### Hours

35 hours per week



## Senior Marketing Manager

### Key Responsibilities

#### Campaign Strategy and Delivery (2026/27)

- Lead the planning and delivery of ENO's main production and season campaigns for 2026/27, from briefing through to on-sale, momentum and close-of-sale
- Ensure campaigns are creatively ambitious, well-paced and clearly targeted, reflecting the scale and quality of ENO's artistic work
- Work closely with creative and media agencies, ensuring campaigns are delivered on brief, on time and within budget

#### Support Development of ENO's Presence in Greater Manchester

- Help build knowledge, confidence and momentum around ENO's work in Manchester, as part of our dual presence across London and Greater Manchester
- Support the development of strong relationships with Manchester-based partners, venues and stakeholders
- Help the team build understanding of Manchester audiences, media and cultural context, using insight rather than assumption

#### London Coliseum and visiting companies

- Help shape and develop a clear set of marketing activity for the London Coliseum as a venue and cultural destination
- Provide strong, practical marketing support for visiting companies, ensuring their work is well positioned within the ENO and Coliseum context
- Build trusted working relationships with visiting producers and partners, giving them clarity, consistency and confidence
- Ensure learning, insight and successful approaches are shared between London and Manchester teams



## Senior Marketing Manager

### Key Responsibilities

#### Sales Performance and Campaign Optimisation

- Proactively monitor sales performance across campaigns and audience segments, working closely with box office, CRM and data colleagues
- Identify issues early and put in place responsive activity to maintain momentum and help campaigns hit targets
- Clearly communicate campaign performance and learning across the organisation

#### Data-led, audience-focused marketing

- Work closely with the CRM and Data Systems Manager to develop and implement data-led CRM journeys
- Support targeted campaigns for key audience groups, including Under 21s and Under 35s
- Help the team use audience insight confidently in planning, delivery and evaluation

#### Integrated Working and Internal Collaboration

- Strengthen day-to-day working relationships with communications and digital teams so campaigns feel genuinely integrated
- Help establish clear frameworks for campaign planning, briefing, approvals and reporting
- Increase internal visibility of marketing activity and results, building trust and collaboration

#### Team leadership and support

- Line manage the Marketing Manager and Marketing Executive, providing clarity, focus and support
- Create a calm, well-prioritised working environment during a busy interim period
- Share knowledge and experience to strengthen confidence and consistency across the team



## Senior Marketing Manager

### Person Specification

#### Required:

- Senior experience delivering large-scale marketing campaigns, ideally in arts, culture or live performance
- Strong experience working with creative and media agencies
- Confidence working with sales data and responding when campaigns need intervention
- Experience using CRM and audience insight to inform marketing decisions
- Line management experience, with a clear, supportive leadership style
- Strong relationship-building skills across teams and disciplines

#### Desirable:

- Experience working across more than one city or location
- Knowledge of, or curiosity about, audiences and cultural contexts in Greater Manchester
- Experience improving campaign frameworks, processes or ways of working
- Experience delivering campaigns for younger audiences (e.g. Under 21s or Under 35s)
- Familiarity with Spektrix or similar arts CRM and ticketing systems

At the ENO, our people play a vital role in helping us create extraordinary encounters with opera and beyond, so it's just as important that we reward people beyond their salary to recognise their contributions.

Your Wellbeing

- **Annual Leave:** 25 days plus Public Holidays
- **Hybrid and flexible working**
- Eye care vouchers
- Enhanced Company Sick Pay
- Enhanced Family Friendly Leave (including Maternity Leave and Paternity Leave)
- Cycle-to-Work Scheme
- **Employee Assistance Programme (EAP)** through Spectrum.Life:
  - Confidential support available 24/7, 365 days a year for employees
  - Virtual GP & digital physio
  - Wellbeing portal including videos, podcasts, and factsheets on topics such as sleep, diet and exercise



Your Professional Development

- Annual Professional Development Review to support your personal and career ambitions and achievements
- Opportunities for Sabbatical leave to invest in your learning, wellbeing and career goals



Seeing Our Performances

- Complimentary tickets for ENO and selected London Coliseum performances
- Staff rate for ENO performances
- Complimentary tickets to talks, recitals and behind-the-scenes events



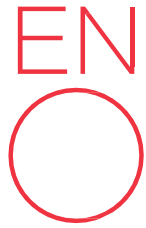
Managing Money

- Salary Sacrifice pension scheme with Natwest Cushon
- Subsidised Staff canteen at the London Coliseum
- Interest-free travel season ticket loans
- Annual pay review
- Discounts across various categories including: Travel, Wellness and Fitness, Electronics, Accessories, Food & Drink and many more through Pebble



**“The variety of what we do is amazing, from drinks receptions and garden parties, to opportunities to see performances from Stage, Prompt or the Flies - every day is different and exciting!”**

*Please note that some of these extras vary depending on contract type or duration.*



## Senior Marketing Manager

### To Apply

You can apply for this role on our careers site.

We'll ask you for:

- A copy of your CV
- A cover letter

### Application Deadline

5pm, Sunday 7 June 2026

Early applications are recommended as we may close the vacancy early if there is a high level of interest.

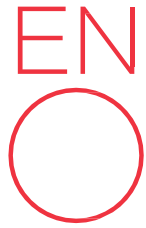
### Interviews

Interviews will be arranged based on candidate availability.

Applications



We're proud to be a Disability Confident Employer. If you'd like to apply through the Disability Confident Guaranteed Interview Scheme or require any reasonable adjustments for the application process, please email [workwithus@eno.org](mailto:workwithus@eno.org)



## Backstage Secrets to Success

### Read the job description carefully

The job description is your score and every note counts. This will help you understand whether the role is a good fit and what is required, so you can tailor your application effectively.

### Read the application requirements carefully

Before your first act make sure you know your cues and stage directions. Check for any word limits, additional tasks, or submission deadlines.

### Tailor your cover letter

Your cover letter is your aria- your chance to shine. Use this to tell us things that we can't see on your CV for example: why you want to work with us, how our values align with yours, and any transferable skills that make you a great fit for the role.

### Check your application

Before submitting, review spelling and grammar, ensure attachments are included and correctly named, and double-check that your contact details are accurate and up to date. This is not a rehearsal. We repeat, this is not a rehearsal!

### Prepare for your interview

Research the organisation, be ready to discuss experience mentioned on your CV, and think about questions you'd like to ask us. See the interview as a duet where each voice is equally as important.

### Use AI tools mindfully

AI is a brilliant tool that's transforming how we work however, please ensure your application is honest and a true reflection of your experience. You can use AI to check grammar and spelling, improve structure and formatting, research the organisation or rehearse mock interviews but remember when the curtain rises, we want to see the real you in the spotlight.

### Online interviews

If your interview is online, have a technical rehearsal. Check that the link works beforehand and make sure you have a quiet space, a good internet connection with minimal distractions.

### In-person interviews

Confirm who you'll be meeting on the day, check your route in advance, and leave plenty of time in case of travel disruptions. This is your 5-minute call, you have 5 minutes.

### Accessibility

We are an inclusive employer and want to ensure that our process is as accessible as possible. If you have any access requirements, please let us know as soon as possible by emailing us on [workwithus@eno.org](mailto:workwithus@eno.org) so that we can ensure that the stage is ready for your performance.



### Confidentiality

Confidentiality is so important in this role and our policy is strict. All information concerning staff, patrons and other ENO business, the disclosure of which could be detrimental to the company, must be held in the strictest confidence and may not be divulged to any unauthorised person at any time.

### Data Protection

Data Protection and adherence to GDPR is equally important. We therefore require that computer information should only be accessed if this has been authorised and is necessary as part of the postholder's work. You will need to be aware of the GDPR 8 key principals, and the Computer Misuse Act 1990.

### Health and Safety

Health and Safety is so important at ENO and we would expect that the postholder will be happy to undertake personal responsibility for safety as will be outlined in the ENO safety policy and the Health and Safety at Work Act 1974.

### Equal Opportunities

Equal Opportunities is a given. We will expect the postholder to abide by ENO's policies on Equal Opportunities and Dignity at Work.

### Code of Conduct

Code of Conduct is sometimes assumed, but at ENO we will require the postholder to act in accordance with ENO's Code of Conduct whereby everyone shall be treated in a professional and courteous manner with full regard to the avoidance of discrimination, consistent with current equal opportunities employment legislation.

ENO



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ENGLAND**