

# London Philharmonic Orchestra

## Digital & Social Media Co-ordinator Recruitment Pack

About the London Philharmonic Orchestra	2
Working at the London Philharmonic Orchestra	3
About the role	4
Main tasks	5
Person specification	6
How to apply	7

[lpo.org.uk](http://lpo.org.uk)





## About the London Philharmonic Orchestra

Uniquely groundbreaking and exhilarating to watch and hear, the London Philharmonic Orchestra has been celebrated as one of the world's great orchestras since 1932. Our mission is to share wonder with the modern world through the power of orchestral music, which we achieve through our exceptional programmes, pioneering education and community projects, acclaimed recordings and trailblazing international tours. The Orchestra balances a long and distinguished history with its reputation as one of the UK's most forward-looking ensembles, and is internationally recognised as a leading world orchestra providing excellence, versatility, invention and inclusivity in all that we do.

We are committed to sharing the wonder of world-class music with the broadest possible audience. Over the last three decades, our Education and Community department has introduced many people to orchestral music and created opportunities for people of all backgrounds to fulfil their creative potential. Our programmes provide first musical experiences for children and families; the leading talent development schemes for emerging instrumentalists, composers and conductors; and significant programmes with both adults and young people living with disability. We place a strong value on Equity, Diversity and Belonging in all that we do, with significant development and programming initiatives in this area. All of our programmes allow participants to bring their creativity, enthusiasm and unique perspectives into the LPO to revitalise, enrich and enhance our practice and relevance to the world in which we live.

The LPO prides itself at being on the forefront of technology, continually finding new and innovative ways to share our music with millions of people worldwide. The LPO has 1.9m followers across all social media channels alongside c.260 million streams across Spotify and Apple, and we continue our reign as the most-followed professional orchestra on TikTok. We can be heard on award-winning film soundtracks such as *The Lord of the Rings* and on computer games, and we recorded 'Backstage with the London Philharmonic Orchestra', a four-part docuseries with Sky Arts, which was nominated for a 2025 BAFTA. We also reach audiences through our partnership with Marquee TV, which allows us to broadcast live concerts and enables better accessibility for viewers to share and relive the wonder of our music from anywhere and everywhere.

At the heart of the LPO we champion a strong commitment to corporate citizenship, reflecting on, engaging with, and acting upon the challenges of today's society. To our employees we promise an inclusive, respectful environment where you will find a warm welcome and a strong sense of belonging, whatever your background.

It is our aim that staff can see themselves in the Orchestra's work and that their voices are heard through regular company initiatives that offer opportunity to feedback and contribute. Such values are also recognised through our music, with recent seasons' programmes exploring key moments in history and topics such as migration, the environment and the power of creativity. We are committed to ensuring that our operations are as sustainable as possible and that the Orchestra delivers significant impact across all areas of its activity.





## Working at the London Philharmonic Orchestra

The London Philharmonic Orchestra prides itself on being a supportive, inclusive and enjoyable place to work. We offer a range of company benefits aimed at promoting wellbeing, goodwill and an engaged workforce.

- 25 days of annual leave per annum, rising by one day for each full year of service (September–August) to a maximum of 28 days
- After three months in the position, access to a 6% contributory pension scheme
- Two complimentary tickets for all of the LPO's Royal Festival Hall own-promoted concerts
- A total of four seats each summer for Final Dress Rehearsals at Glyndebourne Festival Opera
- Discounts at food/drink and retail outlets across the Southbank Centre site
- Various discounts at other food/drink and retail outlets across the Southbank Centre site
- Discounted access to various galleries and museums across London through the Southbank Centre's reciprocal scheme
- Season ticket scheme providing loans for annual travel passes
- Support in promoting and maintaining positive mental health, including access to Mental Health First Aiders, confidential support helpline and peer support
- Cycle to Work scheme
- Free eye tests and contribution towards spectacles where required



## About the role

<b>Job title</b>	Digital & Social Media Co-ordinator
<b>Reports to</b>	Senior Marketing Manager
<b>Works closely with</b>	Marketing & Communications Director, Digital Creative, Marketing Manager, Marketing Assistant, Data, Insights & CRM Manager, Publications Manager, Press & PR Manager, other LPO staff members as required
<b>Salary</b>	£28k
<b>Location</b>	London Philharmonic Orchestra, 89 Albert Embankment, London, SE1 7TP
<b>Hours</b>	LPO office hours are 9.30am–5.30pm Monday–Friday with the option of hybrid working (3 days per week office-based) and staggered start and finish times. Attendance at concerts and events as necessary (some evenings and weekends).

This role will have a 6-month probationary period.

## Role summary

The London Philharmonic Orchestra is seeking an imaginative and agile Digital & Social Media Co-ordinator to join its busy Marketing & Communications team. This is a hands-on role for a creative digital storyteller with a sharp editorial eye, strong technical skills, and a passion for engaging audiences through compelling content.

Working closely with the Digital Creative and the Senior Marketing Manager, as well as the wider marketing team and other departments, the post-holder will help capture, shape, edit and distribute high-quality digital content across the LPO's website, social media and wider digital platforms. The role plays a vital part in bringing to life the Orchestra's positioning – Artistry on stage, Humanity beyond – and in growing and engaging the LPO's global audience.

The Digital & Social Media Co-ordinator will take ownership of specific projects, contribute to campaign planning, input into the social media strategy, and support the day-to-day management of the Orchestra's digital channels, combining creativity with organisation, collaboration, and data-informed decision-making.





## Main tasks

- Capture high-quality photo, video and audio content at rehearsals, performances and events, including behind-the-scenes material and artist interviews
- Edit video, audio and imagery for web, social media and internal use, ensuring all content is produced to a high standard and delivered to agreed deadlines
- Create long- and short-form video edits, motion graphics, captions and platform-specific content optimised for the LPO's channels including Instagram, TikTok, YouTube and Facebook
- Take the lead on selected digital projects, including artist and player interviews and trailers
- Collaborate with the players in the Orchestra, working around their busy rehearsal schedules to create relevant and humanising content
- Create, schedule and publish organic social media content across all LPO platforms, ensuring consistency of tone, style and messaging
- Oversee the Orchestra's TikTok channel, including planning, content creation, copywriting and performance monitoring, in line with the wider social media strategy
- Assist with the management of digital content calendars and posting schedules
- Work with the Marketing team to research and develop ideas for social media campaigns that support marketing objectives, increase ticket sales, and deepen audience engagement
- Manage, monitor and respond to comments, messages and feedback across social media platforms in a timely and professional manner
- Ensure the LPO's tone of voice, visual identity and artistic standards are consistently reflected across all digital output
- Contribute to the Orchestra's digital strategy by identifying opportunities for new and engaging content across platforms, and keep abreast of relevant social media trends
- Track and report on key performance indicators such as engagement, reach and conversion, using data to inform future content and campaign decisions
- Keep up to date with the latest developments in digital media production and editing software
- Collaborate with colleagues across Marketing, artistic and administrative teams to support campaigns and wider communications projects
- Support the organisation and management of media assets within the content management and digital asset management systems, applying consistent metadata and archiving standards
- Lead on the filming and content creation of the Orchestra's podcast series, *Pitch me Classical*
- During busy on-sale periods, assist with incoming box office calls, process bookings using the Tessitura box office system, and provide excellent customer service on concert nights when required.



## Person specification

### Essential

- A minimum of two years' experience in a digital, social media or content creation role
- Strong video editing skills, ideally with experience using Premiere Pro
- Working knowledge of Photoshop and After Effects for basic graphics and animation
- Experience capturing content using digital cameras and smartphones
- Understanding of social channel characteristics including Instagram, TikTok, YouTube and Facebook
- A strong eye for visual storytelling, detail and brand consistency
- Excellent organisational skills, with the ability to manage multiple tasks and meet deadlines
- Confidence working independently and collaboratively within a team
- Willingness to work flexible hours, including evenings and weekends, to support live events
- Knowledge of social media algorithms, trends and best practice

### Desirable

- Experience working within the arts, culture or live performance sector
- Experience using analytics tools to evaluate digital performance
- An interest in classical music and live performance



## How to apply

**The closing date for applications is 9am on Thursday 26 February 2026.**

Interviews are planned for the week commencing 2 March 2026.

Please visit [lpo.org.uk/jobs](https://lpo.org.uk/jobs), where you will be asked to complete a short form before uploading your CV and covering letter (maximum 2 pages each). If you are unable to apply online, or would like any further information about the role, please contact Kath Trout, Marketing & Communications Director, at [kath.trout@lpo.org.uk](mailto:kath.trout@lpo.org.uk) or 020 7840 4204.

CVs should include:

- Details of relevant achievements and experience as well as educational and professional qualifications
- Details of your notice period and names of two referees, together with a brief statement of the capacity in which they have known you, along with an indication of when in the application process they may be contacted (please note that we will not contact your referees without your express permission)
- An indication of your current salary (if applicable)
- Contact details including day and evening telephone/mobile numbers

Your covering letter should summarise your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification on page 6.

Please let us know if you require an alternative way of applying.

**The London Philharmonic Orchestra is committed to equal opportunities and diversity. We actively welcome applications from all sections of the community, recognising that we are stronger as a diverse team bringing a range of lived experiences to our goal of sharing the wonder of orchestral music.**