



Head of Audiences and Communications

Job Description

Purpose of the Role

The Head of Audiences and Communications is a key, hands-on leadership role responsible for growing and diversifying Longborough Festival Opera (LFO)'s audiences. A practical role working in collaboration across a small team, you will help us increase visibility and reach, ensuring that our engagement has a meaningful and measurable impact. The role covers marketing, communications, audience development, community engagement and box office strategy.

This post will shape how LFO is experienced by audiences—locally, nationally, and internationally—by leading and delivering innovative marketing strategies, creating data-informed decisions and ensuring our brand and communications reflect the values, excellence and accessibility of our work.

1. Strategic Leadership

- Develop and lead audience development and impact strategies aligned with LFO's vision.
- Use data, research, and insights to guide decision-making and optimise audience engagement.
- Work collaboratively with the Executive and Artistic Director, as well as our Learning, Development and Events teams, to align audience, marketing and educational initiatives.
- Prepare compelling presentations and reports for internal and external stakeholders, including funders and the Board of Trustees.
- Manage the marketing budget, working closely with the Head of Finance to optimise resources carefully and strategically.

2. Audience Development and Community Engagement

- Design and implement year-round initiatives to expand and diversify our audiences.
- Work with the Head of Learning to develop outreach and participation activity that engage schools, young people and underrepresented communities.
- Strengthen our local presence through the active development of strategic partnerships and public-facing events.
- Build meaningful relationships with community organisations, schools, and local stakeholders.
- Increase accessibility and inclusion through creating tailored programmes and communication plans.

3. Marketing and Communications

- Lead on the delivery of the overarching brand strategy, as well as tactical marketing campaigns and messaging across all platforms.

- Lead on our digital communications to members and the wider public, ensuring engaging content and accessibility.
- Develop dynamic ideas to boost ticket, membership and general sales, including upselling, merchandise and donations.
- Develop strategic ideas to increase in-kind support from our local community including hosting and volunteering.
- Ensure consistent messaging across digital, print and social media platforms.
- Lead the creation and distribution of press releases and serve as primary contact for media inquiries.
- Work closely with our PR agency to deliver best value and maximum press exposure for LFO's activities
- Build effective relationships with external media specialists such as journalists, presenters, writers and broadcasters.
- Lead on and deliver the creation of all print materials such as brochures, flyers and banners, including our annual Season programme.

4. Digital, Innovation, and Brand Development

- Oversee the development and management of Longborough's digital platforms, including website, email and social media.
- Maximise the benefits from using AI, digital tools and data analytics for marketing and engagement.
- Drive the creation of new brand and style guidelines and support a potential rebrand.
- Manage the production of marketing assets such as brochures, programmes, video and photography.
- Explore innovative marketing approaches including digital fundraising tools, audience interactivity and new merchandise ideas.

5. Box Office Strategy and Data Analysis

- Lead strategic development of the box office function, in collaboration with the Box Office Manager.
- Analyse current and historic customer data and ticketing trends using Spektrix and other tools to create actionable insights.
- Develop pricing strategies and optimise audience segmentation and communication.
- Monitor and improve sales performance, season planning and upselling.
- Ensure smooth customer experience and system usability.
- Support the box office function as needed, being a hands-on part of the sales team.

6. Team Leadership and Collaboration

- Manage and support a small, dynamic team: Box Office Manager, Marketing and Digital Communications Manager, freelance marketers, PR lead, and any freelance photographers, graphic artists or other professionals relevant to this role.
- Provide mentoring and professional development opportunities to grow team capabilities.
- Collaborate closely with the Artistic, Development, Learning, and Production teams to align messaging and engagement strategies.
- Be a visible and approachable leader who represents LFO to audiences and partners alike.

Essential Experience & Knowledge

- Substantial experience in strategic marketing, communications, or audience development—ideally in a theatre or performing arts context.
- Proven success in growing and diversifying audiences, particularly through innovative or data-driven methods.
- Strong knowledge of digital marketing, press/media engagement, successful website management and development as well as experience of developing and leading a compelling social media strategy.
- High level of understanding and experience of working with ticketing systems (ideally Spektrix or similar platforms) and audience data platforms.
- Demonstrated experience managing people, commissioning high level design and written work and overseeing cross-functional projects.
- Familiarity with audience segmentation, customer journey mapping, and personalised communication strategies.
- Strong background in budget management
- Demonstrable experience of setting strategies and operating a plan, and delivering against both.
- Some knowledge or practical experience of audio and video editing would be beneficial
- A passion for the arts, especially opera and classical music, would be beneficial.

Desirable

- Experience in arts education or community engagement.
- Understanding of digital accessibility and inclusive communications.
- Relationships in regional or national arts marketing networks.

Key Skills & Qualities

- Exceptional communication skills, both written and verbal, with a keen sense of audience tone.
- Strategic thinker with the ability to translate ideas into actionable plans.
- Strong analytical and problem-solving skills with a proactive attitude.
- Creativity and confidence in trying new approaches.
- Highly organised and adaptable, comfortable working under pressure in a fast-paced festival environment within a small cross-functional team.
- Collaborative and inclusive leadership style.
- Commitment to LFO's mission, values, and goals.

Additional Information

- Hybrid working out of season, min. 60% in office
- Based at LFO's offices; a driving licence and access to a vehicle are essential.
- The role requires in-person working with occasional evening and weekend commitments, especially during the summer Festival period.
- The post-holder will be a visible presence at performances, press events, and partner functions.

Note: This Job Description reflects the current situation. It does not preclude change or development that might be required in the future.