



**THE LEEDS  
INTERNATIONAL  
PIANO COMPETITION**

# Marketing Manager

## **Leeds International Piano Competition**

Leeds, UK

Salary: £30,000-£35,000

Full-time (1.0 FTE)

Permanent

Annual leave: 25 working days plus normal Bank Holidays

Hybrid working (Leeds-based)

Full-time presence in Leeds required July-September 2027

Right to work in the UK required

[www.leedspiano.com](http://www.leedspiano.com)

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## **About Us**

Founded in 1963, the Leeds International Piano Competition has grown into one of the world's most respected platforms for young pianists – and a cultural force rooted in Leeds.

Today, The Leeds is more than a global top-tier music competition. We are an organisation driven by artistic excellence, fairness and belief in the transformative power of music. We bring world-class performance to concert halls, but also to streets, schools and communities across the city. We champion emerging artists at pivotal moments in their careers, and we are committed to widening access to classical music in the 21st century.

We are ambitious, values-led and collaborative. We care deeply about integrity, clarity and artist care. We believe that excellence and inclusion are not opposites – they are interdependent.

Joining The Leeds means becoming part of a small, focused team working at the intersection of international artistry and local cultural impact.

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## The Role

The Marketing Manager is responsible for the day-to-day delivery of marketing, communications and audience engagement activity across the Leeds International Piano Competition and associated programmes.

Working closely with the Head of Audiences, the Marketing Manager ensures that campaigns, content and communications are delivered to a high standard, on time and in alignment with organisational strategy.

This is a hands-on role for a highly organised and proactive marketing professional who enjoys managing multiple projects, working with creative content and engaging audiences across digital and live platforms.

The role sits at the centre of the organisation's public-facing work, supporting ticket sales, audience growth and global visibility, while maintaining clarity, consistency and efficiency across marketing operations.

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## Working Pattern

This is a year-round role with intensity increasing during major delivery periods, particularly in the lead-up to and delivery of the 2027 Competition.

Hybrid working is available; the role is Leeds-based.

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## Key Responsibilities

### Marketing Operations & Administration

- Manage day-to-day operations of the marketing function
- Maintain marketing timelines, schedules and campaign plans
- Coordinate marketing assets, approvals and internal workflows
- Support budget tracking and supplier coordination
- Maintain marketing systems, databases and file management



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## Box Office & Ticketing

- Act as primary contact for box office and ticketing partners
- Manage event listings, onsales and ticketing timelines
- Monitor ticket sales and produce regular reports
- Support ticket pricing implementation and promotional activity
- Ensure accurate audience data capture and segmentation

## Social Media & Digital Channels

- Manage day-to-day activity across social media platforms
- Schedule, publish and optimise content
- Engage with audiences and respond to enquiries
- Monitor performance and produce social media reports
- Support growth of online communities

## Campaign Delivery

- Support delivery of marketing and communications campaigns
- Coordinate rollout of campaign assets across channels
- Liaise with designers, printers and digital suppliers
- Upload and manage content across website and email platforms
- Support delivery of paid advertising activity

## Content & Creative Support

- Assist with creation of marketing copy and digital content
- Source and organise imagery and video assets
- Support photography and content capture during events
- Maintain content libraries and brand consistency

## Reporting & Insight

- Track marketing performance across channels
- Compile campaign reports and audience data summaries
- Support analysis of ticketing and audience trends



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## Collaboration & Organisational Support

- Work closely with Head of Audiences to deliver strategy
  - Support marketing activity for fundraising, CLE and partner programmes
  - Assist with promotion of Competition rounds, festival activity and city events
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## Person Specification

### Essential

- Experience in a marketing, communications or digital role
- Strong organisational skills and ability to manage multiple projects
- Experience managing social media platforms and digital content
- Confidence working with websites, email marketing systems and marketing tools
- Strong written communication skills
- Ability to work both independently and as part of a small team
- Interest in arts, culture or live events

### Desirable

- Experience in an arts or cultural organisation
  - Experience working with ticketing or CRM systems
  - Basic design or content creation skills (e.g. Canva, Adobe, video editing tools)
  - Experience working with agencies or external suppliers
  - Interest in classical music or performance
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## Professional Development

The role offers:



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- Experience working on a globally recognised cultural event
  - Exposure to international media, broadcast and cultural partners
  - Opportunities to develop skills in campaign delivery, audience insight and arts marketing strategy
  - Mentoring and development within a senior-led marketing function
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### **Application Process**

We expect strong interest and have designed a structured, multi-stage process.

#### **Stage 1 - Written Application**

We expect strong interest and have designed a structured, multi-stage process.

Stage 1 - Written Application

- CV (max 2 pages)
- Statement (max 800 words) addressing:
  - Why this role at Leeds
  - Your experience managing marketing campaigns or content
  - An example of managing multiple priorities or deadlines
  - Your approach to engaging audiences online
- Two referees (not contacted at this stage)

Shortlisting will focus on clarity, organisation and evidence of practical marketing delivery.

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#### **Stage 2 - Short Task**

Selected candidates will complete a short remote exercise assessing:

- Content writing
- Campaign planning
- Organisation and prioritisation



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## Stage 3 - Interview (Online or in Leeds)

The interview will explore:

- Marketing experience and judgement
  - Organisational approach and attention to detail
  - Communication and collaboration style
  - Interest in LIPC and arts audiences
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## Recruitment Timeline

**Stage 1** - Application: Submission by 5pm, Friday 20 March 2026

**Stage 2** - Task: Sent Thursday 26 March; submission by 12pm, Monday 30 March

**Stage 3** - Online Interview: Thursday 2 & Friday 3 April

**Start date:** May/June 2026

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## Application

To apply for the role of **Marketing Manager**, please submit all documents in a single PDF where possible, clearly labelled with your name, then email your application to:

Alfred Mulroy, Head of Audiences  
admin@leedspiano.com

We actively encourage applications from people of all backgrounds, particularly those currently underrepresented within the arts and classical music sectors, and those whose lived experience reflects the communities we serve – in Leeds, across Yorkshire, and internationally.



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We are committed to inclusive recruitment and welcome applications in alternative formats. If you would find an informal conversation helpful before applying, or have specific access needs, please don't hesitate to get in touch.

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*We look forward to hearing from you!*

**Thank you!**