



## JOB DESCRIPTION

Date	23 August 2019
Job Title	Creative Services Manager
Department	Marketing & Creative Services
Reports to	Senior Manager

### THE COMPANY

With a history dating back to 1876, Askonas Holt Ltd. is an established leader in classical music and performing arts management. Based in London and working worldwide, we nurture the careers of established and emerging artists through personal, bespoke management, and manage international tours for renowned orchestras and dance companies.

We are a welcoming team of creative and committed individuals who are passionate about the arts and the role they play in enriching our society. As an employer, we offer competitive salaries and varied benefits, as well as a friendly office environment and the opportunity to work with extraordinary artists.

### THE POSITION

The Creative Services Manager is a new role on the company's Marketing team. Reporting to the Senior Manager spearheading the initiative, the successful candidate will work directly with a roster of artists to develop owned-media assets and strategies that tell their stories, define their 'brands', and position them more competitively in the marketplace. The Manager will also play a role in contributing to the agency's corporate marketing initiatives. Please note attending performances on nights and weekends and travel, often outside the UK, will be required.

### Key responsibilities:

- Act as department's primary liaison for a list of clients and their stakeholders, managing relationships and setting/managing expectations
- Assess client needs, define goals/deliverables, and create proposals, working closely with colleagues in Artist Management
- Lead content/project ideation and production, working in collaboration with vendors to realise creation of visual, written, and multimedia assets
- Manage website builds, working in conjunction with designers and developers
- Advise clients on social media strategy, in some cases creating and publishing content on their behalf
- Write copy for websites, email campaigns, and artists' other owned-media platforms
- Develop and execute e-commerce and social media ad campaigns
- Facilitate cross-promotional partnerships with third parties such as promoters and record labels
- Working with Senior Manager, grow agency's network of partners and vendors (photographers, videographers, designers, developers, etc.)
- Contribute to company's corporate marketing efforts through responsibilities TBC (e.g. managing specific social media platforms)

### MAKING MUSIC HAPPEN

#### Askonas Holt Limited

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## Person specification

### a) Essential competencies

- Experience in digital marketing, communications, or a related field
- In-depth understanding of classical music artists and repertoire
- Demonstrated success as an account or project lead, including managing relationships with stakeholders, ensuring deliverables are met, and delivering on client expectations
- Excellent written and verbal communication skills (in English)
- Experience in content ideation, design, and production
- Ability to prioritise, multitask, work autonomously, and remain calm under pressure
- Be extremely organised, detail-orientated, and motivated

### b) Desirable competencies

- Fluency in one or more foreign languages
- Experience using website content management systems and template-based email marketing software
- Basic knowledge of HTML
- Expertise in branding and communication design
- Ability to interpret data and analytics to inform marketing strategies
- Proficiency in social media advertising and/or Google Ads
- Familiarity with design and editing software such as Photoshop, InDesign, or Final Cut Pro

The closing date for applications is 5pm on Friday 6 September 2019.

To apply, please send your cover letter and CV, as well as writing samples and/or a portfolio of relevant work if you have them to [hr@askonasholt.com](mailto:hr@askonasholt.com) with 'Creative Services Manager' in the subject field. Please include where you found the job advertised in your cover letter.

Please note that only successful candidates will be contacted for interview.