

Job Title: Senior Marketing Executive

Location: Soho, London (on-site, with occasional remote work)

Reports to: Head of Marketing

Contract: Permanent, Full-Time

Hours: 40 hours per week, including occasional evenings and weekends to attend live performances and events.

Salary: £32-36,000

About Ronnie Scott's

Since opening its doors in 1959, Ronnie Scott's has become one of the world's most celebrated jazz clubs, welcoming legendary artists and emerging talent from across the globe. With live music seven nights a week across two venues, Ronnie Scott's remains at the forefront of London's live music scene.

We're looking for an experienced marketer to join our marketing team and help deliver campaigns that engage audiences, drive ticket sales and celebrate the unique heritage and spirit of the club.

Job Summary

The Senior Marketing Executive will play a central role in the planning and delivery of Ronnie Scott's marketing activity. Working closely with the Head of Marketing, you will be responsible for coordinating campaigns from initial set-up through to delivery, ensuring performances are accurately presented across our website, ticketing platform and marketing channels.

This role combines campaign management, digital marketing and content creation, making it ideal for someone who is highly organised, commercially aware and confident working in a fast-paced live events environment.

You will take ownership of day-to-day marketing operations while supporting the wider strategic objectives of the department.

Key Responsibilities**Campaign & Show Management**

- Set up and maintain all performances within the website CMS and ticketing platform, ensuring listings are accurate, engaging and on sale to schedule.
- Coordinate marketing assets for each performance, including copy, imagery and artist information.
- Work closely with promoters, artist management and internal departments to ensure campaigns are delivered on time.
- Monitor ticket sales and support promotional activity to maximise attendance.

Email Marketing

- Plan, build and schedule regular email campaigns using Mailchimp.
- Segment audiences and develop targeted campaigns to drive ticket sales, memberships and private hire enquiries.
- Monitor campaign performance and make recommendations based on data and audience behaviour.
- Maintain high standards of copywriting, design and brand consistency.

Marketing Operations

- Assist in planning integrated marketing campaigns for concerts, festivals, special events and club initiatives.
- Maintain marketing schedules and campaign timelines.
- Coordinate marketing materials with designers, photographers and external suppliers.
- Ensure brand consistency across all customer touchpoints.
- Produce regular marketing reports using campaign and ticket sales data.

Live Events

- Attend selected performances to capture content where required.
 - Support artist interviews, promotional opportunities and special events.
 - Work alongside the Marketing Officer to maintain an organised library of photography and video assets.
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Job Requirements

Essential

- At least 3 years' experience in a marketing role, ideally within live entertainment, music, hospitality or the arts.
- Experience managing end-to-end marketing campaigns.
- Strong experience using CMS platforms and ticketing systems.
- Experience creating and delivering email marketing campaigns using Mailchimp or similar platforms.
- Excellent copywriting and proofreading skills.
- Strong understanding of social media marketing across Instagram, Facebook, TikTok, LinkedIn and YouTube.
- Highly organised with exceptional attention to detail.
- Ability to manage multiple campaigns simultaneously and meet deadlines.
- Excellent communication and relationship management skills.
- Comfortable working independently while collaborating closely with a small team.

Desirable

- Experience using Spektrix, DICE or similar ticketing platforms.
- Knowledge of Google Analytics and Meta Business Suite.
- Experience with Canva and Adobe Creative Suite.
- Basic understanding of paid digital advertising.

- Interest in jazz, live music and London's cultural sector.
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How to Apply

Please submit your **CV**, and a one-page **cover letter** outlining your relevant experience and interest in the role.