

Leicester Symphony Orchestra



LSO social media p/t freelance opportunity– 1 year initially with potential 3-5year extension

Apply by 10 July 2026

The Leicester Symphony Orchestra is now in our 105th season in De Montfort Hall, Leicester. We have an exciting concert season planned for 2026-2027 and have realised that to rely on volunteers who are members of the orchestra to also do all our external publicity is not necessarily how we will grow our audience and fill our fantastic concert hall. We also know that budgets are tight in music and the arts and in individual's pockets and we remain committed to balancing our concert budget and income each year. The Council of Management Committee have decided to outsource our social media marketing to a professional to work with the current volunteers, players and members with the aim to increase our audience.

We aim to be recognised as Leicester's amateur orchestra to go to for concerts that reach the community and build on our history to continue to be part of thriving local music making. The role below will be specifically aiming to help us more than ½ fill DMH for each concert and 80% sell out concerts that we promote in other venues and sell on our website. Generally, we want to create more of a buzz about the LSO.

The appointed freelancer will lead on our social media promotions by working with the current team of player volunteers and Committee to

- Create and post an average of 10 social media posts on Facebook with Instagram link per concert organised by the LSO scheduled suitably in advance around the concerts
Use concert count down and drip in stories about music, players, soloists and composers using a mix of video reels and stills, designed for different types of visits – *Note the preferred reel length for Facebook and Instagram at <https://www.facebook.com/business/help/817989058548892?id=271710926837064> . Note that majority of social media followers are on Facebook and so lengths 5-15 should be preferred for those viewing on desktop, as well as taking account of grabbing attention within the first 10 seconds. Meta prefers videos/reels to be kept on their platform, so for posts that use the link to buy, video published on the post rather than an external link are recommended.*
- In agreement with the committee consider introducing some paid for Facebook options *targeting customers in Leicestershire and the East Midlands*
- Share social media content with local groups on Facebook
- Maintain our social media posts of approx. 1 per week between concerts
- Promote our brand identity
- Other ideas we might consider

Success will be measured largely by audience numbers. We receive a weekly ticket sales report from DMH so are able to loosely track impact of known promotions on sales.

If you are interested in the role with us, please send us a summary of information about your current and past work in social media marketing and communications specifically referencing your knowledge and experience of orchestral music (a CV or company website link would be helpful) plus 1 side of A4 maximum telling us how you would approach the work and the fee and payment schedule you would expect for the coming year.

The role will begin in September 2026.

We will arrange an online discussion with short listed applicants.

**The contact for applications and further information is Jenny Hand LSO Chairperson
leicesterso@hotmail.com – Tel 07779205464**

Further information on our next concert season is on our website.

Other background information

Currently we rely in volunteers for updating the website, social media support, distribution of posters and fliers, media and press releases, contacting patrons and friends and members, plus mentions on classic FM and radio. We also use DMH website and season brochures for advertising concerts and selling tickets as part of our hall fee and for additional Facebook paid ads through DMH marketing team. One person is active giving talks about the LSO around the county – promoting concerts and selling group tickets– (WI, rotary clubs, village groups). We have an external contract for poster and programme design and another for website management.

The committee doesn't have a lead for marketing and promotion and therefore this is dependent on too many last- minute arrangements and not a strength.

**See LSO website for further information about what we do, our concerts and history.
www.leicestersymphonyorchestra.co.uk**

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