

## **Main Terms and Condition of Service**

<b>Job Title:</b>	Head of Marketing and Communications
<b>Responsible to:</b>	Operations Director
<b>Responsible for:</b>	Marketing, communications and Box Office teams and Contractors
<b>Key Relationships:</b>	Director and Chief Executive and Senior Management team
<b>Rate of pay:</b>	Circa £30,000 pa depending on experience
<b>Pension</b>	New Theatre Royal operates a contributory pension scheme provided by NEST
<b>Hours:</b>	37.5 hours per week <i>(flexible due to the nature of the Theatres business, will include some evening and weekends.)</i>
<b>Holiday</b>	28 days including bank holidays, raising to 33 days over 5 years.
<b>Probation</b>	This post is subject to a six-month probationary period
<b>Notice</b>	One month during probationary period, three months thereafter
<b>Benefits</b>	<ul style="list-style-type: none"> <li>• Childcare voucher scheme</li> <li>• Complimentary or discounted tickets to selected shows <i>(conditions as per New Theatre Royal policy).</i></li> </ul>

## **Purpose of post**

The Head of Marketing is responsible for the development and delivery of effective marketing and communications strategies and associated analysis. The aim of the role is to drive audience growth and participation as well as elevate the profile of New Theatre Royal locally, regionally and nationally.

The Head of Marketing is a key member of the Senior Management Team and responsible for directing and inspiring a team of marketing and sales staff.

## **Key Responsibilities**

### **Marketing & Communications**

- To develop and execute evidenced based marketing, communications and sales strategies for all the theatre's activities, including seasons of work, events programme and other activities.
- To oversee the planning and implementation of marketing campaigns that drive sales and achieve financial targets and promote advocacy.
- Generate regular sales reports against marketing plans to demonstrate return on investment against activities, key findings, learnings and recommendations.
- To implement flexible pricing strategies that balance income targets with accessibility and audience development aims.
- Develop and promote marketing campaigns to target new user groups to maximize appeal and revenue.
- To develop and implement a communications strategy that increases the theatre's profile locally, regionally and nationally.

- To oversee the development of a strong brand and visual identity for New Theatre Royal, ensuring consistent tone and messaging across all communications internally and externally.
- To develop partnerships locally, regionally and nationally to expand the theatre's profile and reach.
- To develop the use of digital media to promote, distribute and share the theatre's work with audiences across a range of online platforms.
- Establish and maintain successful relationships with media agencies, ensure best value for money and report on effectiveness of the media to help guide on future campaigns.
- Plan, organise and manage opening night and press events.
- Manage the Season Brochure process from design brief to distribution.
- In conjunction with the Theatre's 5-year business plan, develop and implement a highly effective evidence-based audience development and engagement strategy and action plan.
- To collect and analyse audience data, including the use of audience development tools such as Audience Finder.

### **Management**

- Line manage and mentor the marketing and box office team, ensuring a customer focused 'can do' work ethos.
- To act as a member of the theatre's Senior Management Team, contributing to the strategic development of the theatre and business plan objectives.
- To develop and maintain excellent relationships with outside agencies.
- To manage and maintain positive working relationships with other departments across the theatre.
- Contribute to the annual budget forecast; monitor specific budgets and expenditure throughout the year and report to Operations Director and Finance Manager on a regular basis.
- To produce marketing, sales and audience development reports for the theatre's Board of Trustees, senior management, funders and other stakeholders as required.
- To act as the Data controller on behalf of the New Theatre Royal to ensure Data Protection compliance.

### **General**

- To keep up to date with advances in the sector.
- To make sure that Health and Safety policies, procedures and regulations are known, understood and complied with by yourself, your team, contractors, suppliers and all others who work within the team.
- To contribute to the development of departmental policies and practices.
- To take an active role in the team and to attend team meetings as required.
- Organise and facilitate a monthly marketing meeting with the wider team and contractors.
- New Theatre Royal expects employees to work with a flexible manner to effectively deliver their role and in line with the objectives of the company, including equality, diversity and sustainability.
- The job description for this position may be reviewed and amended to incorporate the future needs of the department and the organisation
- Undertake any other duties as required by the Operations Director and CEO.

This job description is intended as a guide to the nature of the work required of this position, it is neither wholly comprehensive nor restrictive and is subject to review.

## PERSON SPECIFICATION

### Essential criteria

- A creative thinker, strong at initiating new ideas and concepts.
- First class communicator; strong written and oral communications.
- A flexible and energetic approach to work to achieve agreed deadlines within tight schedules.
- Able to devise and implement marketing strategies
- Strong knowledge of digital marketing
- Ability to work quickly and professionally at busy times.
- A key team player with the aptitude to work on their own.
- Experience of budget monitoring and contributing to financial forecasting.
- Excellent computer literacy and a good working knowledge of Microsoft office systems, including word, excel, PowerPoint and publisher.
- Good working knowledge of WordPress website package.
- Experience of data-driven decision-making using audience segmentation and profiling tools, e.g. Audience Finder.
- Experience of using analytics to inform marketing activity.
- A track record of delivering high quality marketing and communications that drive sales and profile.
- Sales-driven approach – comfortable working to targets, monitoring targets and taking remedial action to reach targets if necessary.
- Leadership skills.
- Ability to manage a busy departmental workload and prioritise activities.
- Positive, can-do attitude and excellent team player.
- Flexible approach to working and willingness to work evenings and weekends where necessary.
- Degree qualified or relevant experience, training or qualifications.

### Desirable criteria

- Knowledge of the theatre sector.
- Experience in a senior arts marketing role.
- Ideally 5 years plus, in marketing and sales functions.
- Good understanding of devising market-led ticketing strategies using online and offline. ticketing platforms working with the internal box office team and external ticketing partners.
- Minimum two years' experience in managing a small team.
- Knowledge of Ticketsolve box office package.
- Knowledge of the New Theatre Royal catchment area.
- CIM qualifications.