



Head of Marketing & Communications

Job Application Pack

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1. Executive Summary

New Theatre Royal Portsmouth is a creative centre and cultural champion based in the heart of Portsmouth, fostering creativity, connectivity, and the articulation of ideas, to stimulate healthier, happier and more inclusive communities.

We pride ourselves on a generosity of spirit, based on empathy, equality and encouragement. We foster and celebrate creativity and curiosity in our communities and hold true to the strength of theatre to transform and enrich peoples' lives.

Our aims are to:

- Create and present a programme of high-quality and innovative theatre, music, comedy, dance, community, and circus arts, within our theatres and beyond;
- Promote Portsmouth as a creative, international city, as a vibrant place to live, work and spend time, with better life chances for young people, and artist and creative sector development;
- Stimulate advances in the creative industries, including emerging and future technologies, and the development of the mid-scale theatre economy and creative practice;
- Develop a stronger, more resilient theatre, proud of its history, but focused on the future.

In June 2017, Arts Council England announced a one-hundred and sixty-nine per-cent increase in investment to the New Theatre Royal, for the period April 2018 to March 2022, underpinning our multi-stranded vision for the future. As a National Portfolio Organisation, we are committed to delivering four strands:

- Produce, commission and present a quality programme of theatre performance and engagement work across our theatres and our communities;
- Artist and sector support, including embedded commissioning, creative technologies and neuro-divergent research and development;
- Create a digital hub that supports the exploration of emerging and future technologies through our work; and
- Stimulate two-way international creative programming, promoting Portsmouth as an international city.

To secure and harness the potential of the New Theatre Royal, as a successful organisation and venue, we will continue to test, evaluate and challenge internal and external practices, reflecting contemporary challenges and opportunities in the UK theatre industry and our local communities.

The New Theatre Royal is passionate about its role in bolstering Portsmouth's culturally driven regeneration, maximising its reach within the city, the region, the UK and internationally, to create high-quality opportunities and reach.

2. Meet the team

[THE TEAM](#)

3. Head of Marketing & Communications

We are looking for a creative, strategic and sales-focused Head of Marketing to join our team. You will be responsible for leading the theatre's marketing and communications strategies and the development of our brand. In addition, you will also play a valuable role as a member of the Senior Leadership Team.

You will be able to deliver creative, successful campaigns that inspire our customers and reach new audiences. If you would like to be part of our exciting journey, and to create your own, get in touch. We'd love to hear from you.

4. How to apply

Please email your completed application form and equal opportunities monitoring form to sheena.hulme@newtheatreroyal.com

Closing Date: **Friday 7th May 2021 at noon**

Interview Dates: **Interviews will be held virtually 12th – 14th May 2021**

We are proud to be an equal opportunity employer and strive to provide a platform for everyone.

The value of equal opportunities runs through the heart of the organisation. A diverse team and their range of experiences are vital to the Theatres success, we still have work to do to make sure that our team represents the communities we serve. We actively encourage people with different backgrounds to join us. We are particularly keen to receive applications from people of colour and disabled people who are currently underrepresented in our team.

5. Data Policy

Information provided by you on this application form may be copied for use during the recruitment process. Once the recruitment process is completed, the data will be electronically stored for up to 6 months, and then destroyed. If you are the successful candidate, the relevant information may be taken from this form and used as part of your personnel record.

The equal opportunities google form is anonymous and used for monitoring purposes.

[Equal Opportunities Monitoring Form](#)

6. Job Description

Job Title:	Head of Marketing and Communications
Responsible to:	Operations Director
Responsible for:	Marketing, communications and Box Office teams and Contractors
Key Relationships:	Director and Chief Executive and Senior Management team

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.

7. 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.
- Minimum two years' experience in managing a small team.
- 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.
- Knowledge of Ticketsolve box office package.
- Knowledge of the New Theatre Royal catchment area.
- CIM qualifications.

8. Terms & Conditions

Rate of pay:	Circa £30k – £35k pa depending on experience
Pension	New Theatre Royal operates a contributory pension scheme provided by NEST
Hours:	37.5 hours per week (<i>flexible due to the nature of the Theatres business, will include some evening and weekends.</i>)
Holiday	28 days including bank holidays, raising to 33 days over 5 years.
Probation	This post is subject to a six-month probationary period
Notice	One month during probationary period, three months thereafter
Benefits	Complimentary or discounted tickets to selected shows (<i>conditions as per New Theatre Royal policy</i>).