

## HEAD OF MARKETING & COMMUNICATIONS

### JOB PURPOSE

To take the strategic lead on marketing and developing audience engagement in order to maximise attendance (productions, events and activities), revenue (ticket sales, fundraising, membership and other activities) and to support the promotion of our catering facilities. To develop and communicate the emerging brand strategy. ensure awareness and amplification of TBTL's mission, impact and critical place in the cultural landscape.

### STRATEGIC

To lead the implementation and continued development of the Theatre's audience plan, covering marketing, fundraising, audience development, brand, digital and membership strategies. To oversee the development and implementation of data led marketing and fundraising plans to maximise attendances and Box Office income.

To ensure that the theatre's outsourced catering operation is appropriately supported through marketing activity and develop a collaborative and integrated approach with the licensee.

To be responsible for the implementation of effective audience segmentation (Culture Segments and Audience Spectrum) in line with the audience strategy. To work with the Senior Management Team to ensure a joined-up approach to audience development across the organisation.

Lead the development of the membership scheme to achieve agreed KPIs in line with the audience strategy.

To lead on the development of a communications strategy for strategic funders and key stakeholders.

Monitor and evaluate marketing effectiveness and ROI on activity to ensure optimum value for money, including audience, brand, digital, fundraising and membership KPIs, as well as individual campaigns. Regularly report on this to the Executive and Trustees.

Lead on audience research with current and potential audiences. Share insights across the team and use insight generated to lead on updates to the audience strategy.

To oversee the effective use of TBTL's box office and CRM system (Spektrix).

To be TBTL's Brand Champion, leading on the development of the theatre's brand and identity across all areas of the business. Lead the implementation of the brand communication strategy to build awareness and engagement across Cumbria and beyond.

To develop an internal communications strategy ensuring all trustees, staff and volunteers are well informed about the programme/activities and the wider impact of the theatre, as well as internal organisational changes and developments.

Liaise and input into strategies throughout the organisation as required and be responsible for ensuring market information is available to inform planning. Work closely with the Producer providing timely audience insight to inform programming and development of audiences.

### OPERATIONAL

To ensure effective delivery of marketing plans for both produced and visiting work, membership and fundraising including effective use of distribution, e-marketing and advertising as well as other communications tools.

To lead on the creation, and oversee delivery, of all the organisation's main marketing tools and channels including brochures, websites, social media and other resources. To lead on creating visuals, copy and other content for TBTL's in-house shows, including liaison with creative teams.

Manage PR and develop relationships with the media and key VIP contacts to maximise the profile of, and coverage and support for TBTL.

To develop insight using the company's CRM system and other data resources, and to feed that into organisational planning, including programming and organisational development projects.

Act as the designated Data Protection Officer for TBTL, ensuring that the organisation and its subsidiaries remain compliant at all times.

To develop robust, proactive PR and Communications plans for crisis management.

Oversee the administration of group sales and special schemes. Plan, recruit to and maintain relationships with TBTL's Ambassadors scheme.

To develop partnerships locally, regionally and nationally to expand the theatre's profile and reach.

## **STAFF MANAGEMENT**

A part of the Senior Management Team with a shared companywide strategic and operational responsibility.

Act as Head of Department for the marketing function leading to a cohesive and productive team.

Line manage the Marketing Manager, Marketing Officer and CRM Officer.

## **FINANCIAL**

Work with the Executive Director and Finance Manager on the setting of appropriate marketing budgets. Lead on effective management and monitoring of budgets to maximise income and achieve audience KPIs.

Work closely with the Finance Manager to accurately and timeously report on income and spend and reforecast for quarterly management accounts.

With the Executive Director, set and implement TBTL's pricing strategy.

Work with the Producer and Executive Director to agree income and sales targets for TBTL Productions.

## **GENERAL**

Act as a representative and advocate of Theatre by the Lake and undertake additional duties as required.

Work across the organisation to develop wider strategies including EDI and Environmental.

## **PERSON SPECIFICATION**

### **Essential**

- Demonstrable understanding of marketing and communications in an arts-based environment with at least 3 years' experience at a manager level.
- Experience of campaign planning across print, outdoor and digital media.
- Able to manage concurrent projects to tight deadlines, with a calm approach under pressure.
- Experience of developing and communicating a new organisational brand.
- Experience of using audience segmentation tools to drive better communications and increase engagement and sales.
- Sound knowledge of managing complex budgets and working within tight financial parameters.

- Excellent copywriting, editing and proofing skills.
- Experience of developing websites and social media channels to improve engagement and sales.
- Experience with positively building relationships with media, funders, trustees and other key stakeholders.
- Demonstrable experience of motivating and leading teams for success.
- A flexible approach to working hours including occasional evenings and weekends to suit the requirements of the business.
- Sales-driven approach – comfortable working to targets, monitoring targets and taking remedial action to reach targets if necessary.
- A passion for arts and culture.

#### **Desirable**

- Experience of working in theatre.
- Experience of marketing an arts organisation/charity in a rural location.
- Experience of using Spektrix (or other similar ticketing CRM systems), CrowdEngage, Artifax, Dot Digital, WordPress, Google Analytics, Social Media Analytics tools, Teams and Xero.
- Knowledge of the media landscape in the Cumbria and the North West.
- Experience of using the Culture Segments and/or Audience Spectrum profiling tools.
- Professional Marketing qualification.

#### **RESPONSIBLE TO**

Executive Director

#### **RESPONSIBLE FOR**

Marketing Manager, Marketing Officer, CRM Officer