

THEATRE BY THE LAKE



HEAD OF MARKETING & COMMUNICATIONS RECRUITMENT PACK

JANUARY 2025

WE'RE LOOKING FOR A SENIOR ARTS MARKETING AND COMMUNICATIONS PROFESSIONAL TO HELP US TELL OUR EXTRAORDINARY STORY, CONNECT WITH AUDIENCES, INCREASE OUR REACH AND MAXIMISE TICKET REVENUE.

This is an exciting time to join Theatre by the Lake, as we continue to develop our artistic vision as Cumbria's producing theatre with renewed focus. We have recently undergone a major rebrand, revitalising and repositioning the way we present ourselves externally. We are growing our audience base and strengthening our ties into the local community.

The new Head of Marketing and Communications will play a pivotal role in implementing our emerging brand and audience strategies. They will shape our public profile and celebrate our impact. Adopting a data-informed and dynamic approach to Marketing, they will increase our understanding of audience behaviour to develop customer relationships and drive sales.

As Head of Department, they will lead, inspire and develop a passionate team, and make a significant contribution to wider organisational culture and success as a member of the Senior Management Team.



Steel, 2024. Photography by Chris Payne

OUR STORY

At our home in the Lake District and out across Cumbria, we produce and present nationally acclaimed theatre, made with passion, which is seen by audiences from across the globe. Our work is rooted in our location, looking out over the idyllic Derwentwater lake, and aims to be both relevant and accessible to the communities around it. We're a champion of Cumbrian creativity. We believe theatre has the power to transform lives and so create vital opportunities for Cumbrian artists, young people and communities to come together, be inspired and explore their creativity.

At our venue and out across a county which is England's second largest, we strive to make and share great theatre which tells stories, builds communities and celebrates its place. TBTL is Cumbria's only regular producing theatre and its largest Arts Council National Portfolio Organisation. From origins as 'The Blue Box', the theatre was willed into existence by the local community and opened by Dame Judi Dench in 1999. Since then, TBTL has established itself as an integral part of the UK regional theatre network, becoming a major attraction for both Cumbrian residents and visitors to the Lake District.

The theatre has a flexible Main House with 400 seats. It also operates a 100-seat Studio, allowing for events of all shapes and sizes. Together, these host almost 400 performances each year. We also generate income from an adjacent and beautifully situated café, enhancing the experience for audiences and visitors, helping to support our long-term resilience and supporting our important role as one of the major tourist attractions in the Lake District.

The Guardian



"a production alive with movement and community spirit"
(Brassed Off, 2024)

The Stage



"Beautiful and breath-stopping"
(Steel, 2024)



Brassed Off, 2024. Photography by Pamela Raith

THEATRE BY THE LAKE IN NUMBERS



Little Shop of Horrors, 2024. Photography by Pamela Raith

ABOUT US

Our Vision (the big idea that our brand delivers on)

Theatre enriches the lives of everyone in Cumbria, and theatre made in Cumbria is celebrated on the national stage.

Brand Promise (what audiences get from us)

Come together and experience the power of live theatre in an extraordinary place.

Brand Belief (what we believe)

We believe theatre transforms lives, creates communities and helps us to understand our place in the world.

Personality (our unique personality and cut-through attitude)

We're brimming with imagination. Our enthusiasm is infectious. We want you to be a part of it.

Essence (felt through every brand expression and experience)

Theatre made with passion in an extraordinary place.

In the past year...

- 72,000 people came to see 380 performances over 67 shows
- 187 volunteers donated 9,400 hours (almost an entire year) of their time to the theatre
- Theatre by the Lake productions toured to London, Bolton, Hull, Ipswich, Scarborough and Windsor
- Pupils from 104 schools came to see a show at Theatre by the Lake
- 60 young people took part in week-long masterclasses during the summer holidays
- Our world premiere of **Steel** toured to communities in Maryport, Egremont, Millom, Carlisle and Workington following its run here in Keswick
- Our Give the Gift of Theatre at Christmas campaign brought 250 people who would not otherwise be able to attend to see our 2023 Christmas show **A Little Princess**
- 17 Cumbrian artists were supported with opportunities to connect, develop and perform as part of our inaugural **CumbriaFest**
- 28 young people formed our new youth theatre, **Company 25**, learning about all aspects of theatre-making
- 37 people from West Cumbrian communities formed the Steel Choir and co-created an original song to feature in the show
- We supported Cumbrian artists with 600 hours of free research and development space
- We were nominated for Best Community Project at the 2024 Stage Awards for our production of **Every Brilliant Thing**
- 15 young people joined us for ProjX work experience week
- 6 local Secondary Schools joined our new Schools Partnership Scheme, starting with a teachers day and a visit to see **Romeo and Juliet**



A Little Princess, 2023. Photography by The Other Richards

JOB SPECIFICATION

STRATEGIC COMMUNICATIONS AND BRAND STEWARDSHIP

Act as TBTL's brand champion, ensuring consistent implementation and messaging across the organisation

Lead on the implementation of TBTL's brand strategy, growing our profile across Cumbria and beyond and amplifying our mission and impact

Lead on PR, cultivating key relationships with local and national media to maximise profile and coverage

Work with the Head of Development to communicate a compelling case for support and implement a fundraising communications strategy

Develop robust and proactive PR and communications plans for crisis management

Oversee the 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.

AUDIENCES, MARKETING AND SALES

Lead the implementation and continued development of our audience development strategy, to increase reach, deepen engagement and grow attendance

Act as the organisational lead for Spektrix, maximising its potential with regard to understanding audience behaviours and developing personalised relationships

Work with the Senior Management Team to embed an audience-informed approach to planning and programming across the organisation

Lead on the oversight and delivery of TBTL's feedback channels including audience surveying, online reviews and handling of complaints

Work with the Head of Development on the evolution of the TBTL Membership scheme to achieve agreed KPIs in line with the audience strategy

To lead on the creation, and oversee delivery of key Marketing tools and channels including brochures, websites, social media and other resources, monitoring ROI to ensure value for money

Oversee effective campaign planning for the in-house and visiting programme, harnessing audience insight and maximising impact through use of appropriate channels

Lead on creating visuals, copy and other content for TBTL's in-house shows, including liaison with creative teams and co-producers

Develop a digital strategy with measurable KPIs to underpin our audience development plan and inform a more targeted and cost-effective approach to campaign planning

Lead a dynamic sales function, working cross departmentally to implement ticket sales initiatives and upsell secondary spend opportunities

Cultivate beneficial partnerships with key advocates and tourist touchpoints, including the development of the Ambassador scheme

Keep up to date with new developments and industry trends in Marketing

FINANCE AND ADMINISTRATION

Work with the Executive Director and Head of Finance & Operations on the setting of departmental budgets.

Lead on effective management and reporting of departmental budgets

Play an instrumental role in the development of TBTL's pricing strategy and sales forecasting, using data analysis to inform decision-making

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

LEADERSHIP

Act as part of the Senior Management Team with shared companywide strategic and operational responsibility

Act as Head of Department for the Marketing function, demonstrating effective leadership and running a cohesive and productive team

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

OTHER DUTIES

Undertake any other duties that may be reasonably required in connection with the position, as a member of a small and collaborative organisation

Act as a representative and advocate of Theatre by the Lake

Engage with internal communications and stay abreast of organisational updates and developments

Support of uphold Theatre by the Lake's commitment to inclusivity and sustainability

Adhere to Theatre by the Lake's Safeguarding Policy including the reporting of any issues of concern in accordance with procedure

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 effective brand stewardship

Able to manage concurrent projects to tight deadlines, with a calm approach under pressure

Experience of using audience segmentation tools to drive better communications and increase engagement and sales

Applied understanding of Google Analytics and CRM / ticketing software

Experience of managing complex budgets and working within tight financial parameters

Excellent copywriting, editing and proofing skills

Experience of developing digital channels to improve engagement and sales

Skilled relationship builder, particularly 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 with experience of working to and achieving targets

A passion for arts and culture

DESIRABLE

Experience of working in theatre

Knowledge of the media landscape in the Cumbria and the Northwest

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

TERMS & CONDITIONS

- 40 hours per week
- 31 days leave pa plus Christmas Day (this allocation includes public holidays)
- Salary - £41,000
- Full terms & conditions will be available with the contract

LOCATION

Given the nature of this Senior Management role, it is our expectation that the Head of Marketing and Communications will be based in the region and present on-site on a regular basis. We are open to discussing flexible working patterns for the right candidate.

HOW TO APPLY

To apply for this role, please submit a short CV together with a covering letter that explains **why you are interested in the position** and **what you might bring to the role**. The covering letter should be **2 pages maximum** and addressed to Simon Stephens. If you are more comfortable, you might want to submit a short video instead.

Please also complete our online [Equal Opportunities and Monitoring Form](#).

Please send your application to our recruitment partner, Amelia Lee at Charity People: amelia@charitypeople.co.uk

CLOSING DATE

Monday 28th April 2025

INTERVIEWS

Round one (online): 7th May 2025

Round two (in-person Keswick): 15th May 2025



TBTL and Derwentwater. Photography by Tom Kay

 **017687 74411**

 **THEATREBYTHELAKE.COM**

LAKESIDE, KESWICK, CUMBRIA, CA12 5DJ

     **TBTLAKE**

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