Head of Marketing & Sales

May 2019

- Welcome and information on how to apply

- Job Description & Person Specification

- Application Form

- Equal Opportunities Monitoring Form

- The Theatre Royal in Brief

- How to find the Theatre Royal

[Please save paper – do enjoy reading the following pages, but please only print what you really need. Thank you]



**Vacancies at Theatre Royal Bury St Edmunds**

Thank you for your interest in joining the team at Theatre Royal. Please find enclosed a job description for the post of **Head of Marketing & Sales** and some information about Theatre Royal which I hope will encourage you to apply to join us. Further information about the Theatre can be found on our website: www.theatreroyal.org.

If you would like to be considered for this post, please complete and return the application form and accompanying paperwork by midday on **Tuesday 4 June**.

Applications will be accepted by email to **jobs@theatreroyal.org** or by post.

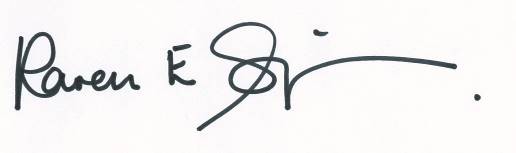
Please address your application to

**Recruitment, Sharron Stowe, Theatre Royal, Westgate Street,**

**Bury St Edmunds, Suffolk, IP33 1QR**

Good luck and thank you for your interest in working at Theatre Royal.

Yours Sincerely



Karen Simpson

Artistic Director

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| Head of Marketing & Sales  Job Description |

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#### Purpose of post

**Department: Marketing & Box Office**

**Responsible for: Marketing & Sales Officer**

**Marketing & Communications Officer**

**Box Office Manager**

**Distribution Coordinator**

**Designer**

**Purpose of the Job**

The Head of Marketing & Sales position is part of the Management Team and manages the Marketing and Box Office departments. This position requires strong communication with all departments.

The post is responsible for the representation of Theatre Royal Bury St Edmunds’s brand, ensuring messaging is consistent across all channels.

The Head of Marketing & Sales is responsible for maximising sales by planning, creating and delivering Theatre Royal’s marketing campaigns, implementing effective seat inventory management and dynamic pricing. Responsible for the ‘customer journey’ this role requires a passion for improving audience experience though all communication channels, promoting the theatres multi-buying and loyalty schemes with a focus on developing new and existing audience engagement.

#### Areas of Responsibility

**Marketing**

* Plan and deliver dynamic, innovative and effective marketing campaigns
* Collate information and generate engaging content across marketing channels
* Segment audiences to ensure customers are receiving relevant marketing communications
* Produce season brochure biannually, communicating with Chief Executive to ensure deadlines are met
* Identify and prioritise theatre communications, adjusting plans and communicating areas that slip to relevant parties
* Monitor the response rate, ROI and COS for all Direct Mail, Email, Facebook, Google Adwords and other channels where possible using identified opportunities to generate new communications
* Organise the distribution of theatre print to maximise exposure
* Setup, monitor and adjust social media advertisements to maximise desired outcome
* Work with designers to produce varied print; including but not limited to promotional materials, programmes and exhibitions.
* Work with Marketing & Communications Officer to maintain and develop press relations, plotting press releases and protecting brand representation

**Sales**

* Monitor Box Office income targets to identify areas of opportunity and threat
* Monitor all show instances to ensure inventory management is in place to incentivise sales in the desired location
* Monitor all show instances to ensure a variety of price points are available
* Monitor all show instances to implement dynamic pricing where necessary
* Monitor Google Analytics and website funnels to identify improvements to user journey
* Keep sales tracking spreadsheets up to date and produce reports for the board and Senior Management team

**Box Office**

* Liaise with Box Office Manager to support the day to day running of Box Office
* Work with Box Office Manager to ensure all events, offers and priority booking periods are setup and working correctly and on time
* Organise and deliver Box Office training
* Ensure an excellent customer service experience is delivered from all customer facing Box Office staff
* Ensure comps are allocated to the correct people, investigating any abnormal transactions
* Handle any customer communications that require senior management attention
* Act as the last line of Box Office cover

**Management**

* Ensure the representation of Theatre Royal Bury St Edmunds’s brand is consistent across all channels
* Communicate with all departments to build a good working relationship and identify their marketing requirements
* Manage team workload to maximise productivity
* Nurture the development of all team members
* Build relationships with external stakeholders to improve the representation of Theatre Royal
* Communicate with local DMO and other tourism groups to help with cultural tourism
* Identify opportunities for audience and business development

**Budget Management**

* Manage marketing budget effectively
* Identify projections for potential visiting companies, helping shape and negotiate deals
* Work with the Finance Director to determine show targets
* Keep accurate records of show campaign budgets, measuring COS and ROI

To undertake any other reasonable duties as requested by Management.

**The duties must at all times be carried out with due regard to all Theatre Royal Policies, which are detailed in the Company Handbook.**

Person Specification

**Essential**

* Excellent communication skills, both written and oral
* Excellent organisation, multi-tasking and planning skills
* Ability to work well under pressure, prioritising tasks and keeping calm in pressurised situations
* Adept in delivering creative marketing campaigns to deadlines with accuracy
* Experience of successfully using data to inform decision making
* A good natural instinct for handling different styles of people and personalities
* Confident in managing and motivating a team to maximise output
* Exceptional eye for detail with experience of brand management
* Ability to identify opportunities for implementing innovative operations
* Knowledge of ticketing systems - specifically Spektrix

**Desirable**

* Knowledge of theatre
* Knowledge of dynamic pricing
* Marketing degree

#### Terms & Conditions

Contract: This is a full-time post, part of the core staff team and subject to a three month notice period

Salary: £27,000 - £30,000 (depending on experience) per annum, payable monthly in arrears.

Hours of work: A 39 Hour week [Monday to Friday] with some evening and weekend work when necessary.

Place of work: Theatre Royal.

Annual Leave: 22 days plus Bank and other Public Holidays (pro rata). Additionally, you will be entitled to one additional day’s holiday per annum for every full year (1 April to 31 March) of service with the Company, up to a maximum of five additional days.

Allowances: Travel/mileage expenses whilst on Theatre Royal business.

Staff members receive an allocation of complimentary tickets for some performances at Theatre Royal for personal use only.

Pensions: We offer a workplace pension in line with statutory requirements.

Other information: There is a comprehensive staff handbook and induction plan with detailed information on policies, practices and working arrangements offered to all staff.

This post is subject to a probationary period of three months.

The post holder may be required to undertake an enhanced DBS check as a requirement of the post. Please note that any pre-existing disclosures cannot be considered.

Theatre Royal operates an Equality Policy and the post holder is required to carry out his/her duties in accordance with this.

### Please read the documents which accompany this form before completing your application.

### Once completed, please return the form to jobs@theatreroyal.org or via post to arrive by

### 12 noon on Tuesday 4 June.

|  |  |
| --- | --- |
| Position Applied for | Head of Marketing & Sales |

**1 Personal Details**

|  |  |
| --- | --- |
| Surname |  |
| Forename(s) |  |
| Address | Postcode |
| Telephone (day) |  |
| Telephone (evening) |  |
| Email address |  |
| National Insurance No |  |

**2. Why are you applying for this post?**

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| --- |
|  |

**3. What can you offer us?**

*Please include details of any relevant skills, experience and knowledge (there are later sections for information about training and education)*

|  |
| --- |
|  |

**4** **Current or most recent employment/experience of work**

|  |  |
| --- | --- |
| Name and address of organisation | Postcode |
| Position held |  |
| Salary *(if applicable)* |  |
| Date appointed |  |
| Date left appointment and why *(if applicable)* |  |

Outline briefly your duties and responsibilities

|  |
| --- |
|  |

**5 Previous appointments/experience of work**

|  |  |  |  |
| --- | --- | --- | --- |
| Name and address of organisation | Position held and dates | Main duties and responsibilities | Reason for leaving |
|  |  |  |  |

**6 Training and education**

*Please include details of exams passed, courses attended and qualifications obtained*

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|  |

**7 What else are you interested in?**

*for example, what are your leisure activities*

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| --- |
|  |

**8 Additional Information** *please delete where applicable*

Do you need a permit to work in the United Kingdom? YES / NO

Do you have any condition or disability which may affect your ability to do the job, and/or require us to make reasonable adjustments? YES / NO

|  |  |
| --- | --- |
| If **Yes** please give details including any adjustments that you may need to be made both in respect of the job and the interview |  |

**9 Travel**

*Some positions at the Theatre Royal require employees to drive, if this is applicable to the position you are applying for, please complete this section*

Do you hold a current, clean driving licence? YES / NO

Do you have access to/have the use of a car? YES / NO

|  |  |
| --- | --- |
| If the answer to either of these questions is **No**, please explain how you would meet the travel requirements of the post *(where applicable)* |  |

**10. Confidential Declaration of Criminal Record**

Some positions at the Theatre Royal require employees to be responsible for or come into contact with young people aged under 18 and vulnerable adults. If this is applicable to the position you are applying for, you will be required to undertake an Enhanced DBS Check.

*Please note that all posts which involve working with young people aged under 18 and vulnerable adults at the Theatre Royal are exempt from the Rehabilitation of Offenders Act 1974, which means that all convictions, cautions, reprimands and final warnings on your criminal record need to be disclosed.*

**11 References**

Please supply the details of two persons (other than relatives) from whom references can be obtained. If you have had previous employment one of your referees should be your current or most recent employer.

|  |  |
| --- | --- |
| Name  Address  email address  Daytime telephone number  Occupation  Employer/Personal Referee *(delete as appropriate)* | Name  Address  email address  Daytime telephone number  Occupation  Employer/Personal Referee *(delete as appropriate)* |

Are you willing for references to be contacted prior to interview? YES / NO

**12 Declaration**

I confirm that the information I have given on this form is correct and complete to the best of my knowledge, and that misleading statements may be sufficient for cancelling any agreements made.

I understand that, if the position I am applying for is responsible for young people aged under 18 and vulnerable adults, I will be required to complete a Criminal Records Bureau enhanced disclosure if appointed.

|  |  |
| --- | --- |
| Signed |  |
| Date |  |

# Equality and Diversity Monitoring Form

Theatre Royal Bury St Edmunds is committed to a policy of equality of opportunity in all aspects of its recruitment and employment. This includes not discriminating under the Equality Act 2010, and building an accurate picture of the make-up of the workforce in encouraging equality and diversity.

The organisation needs your help and co-operation to enable it to do this. There is no obligation for you to complete the form.

The information submitted will be treated in the strictest confidence.

Please return the completed form to **Sharron Stowe**

**Role**

**Gender** Man 🗆 Woman 🗆 Intersex 🗆 Non-binary 🗆 Prefer not to say 🗆

**Are you married or in a civil partnership?** Yes 🗆 No 🗆 Prefer not to say 🗆

**Age** 16-24🗆 25-29 🗆 30-34 🗆 35-39🗆 40-44 🗆 45-49 🗆 50-54 🗆55-59 🗆 60-64 🗆 65+ 🗆 Prefer not to say 🗆

**What is your ethnicity?**

Ethnic origin is not about nationality, place of birth or citizenship. It is about the group to which you perceive you belong. Please tick the appropriate box

***White***

English 🗆 Welsh 🗆 Scottish 🗆 Northern Irish 🗆 Irish 🗆

British 🗆 Gypsy or Irish Traveller 🗆 Prefer not to say 🗆

Any other white background, please write in:

***Mixed/multiple ethnic groups***

White and Black Caribbean 🗆 White and Black African 🗆 White and Asian 🗆 Prefer not to say 🗆 Any other mixed background, please write in:

***Asian/Asian British***

Indian 🗆 Pakistani 🗆 Bangladeshi 🗆 Chinese 🗆 Prefer not to say 🗆

Any other Asian background, please write in:

***Black/ African/ Caribbean/ Black British***

African 🗆 Caribbean 🗆 Prefer not to say 🗆

Any other Black/African/Caribbean background, please write in:

***Other ethnic group***

Arab 🗆 Prefer not to say 🗆 Any other ethnic group, please write in:

**Do you consider yourself to have a disability or health condition?**

Yes🗆 No 🗆 Prefer not to say 🗆

What is the effect or impact of your disability or health condition on your ability to give your best at work? Please write in here:

The information in this form is for monitoring purposes only. If you believe you need a ‘reasonable adjustment’, then please discuss this with your manager, or the manager running the recruitment process if you are a job applicant.

**What is your sexual orientation?**

Heterosexual 🗆 Gay 🗆 Lesbian 🗆 Bisexual 🗆

Prefer not to say 🗆 If you prefer to use your own term, please specify here ……………………………………………….….

**What is your religion or belief?**

No religion or belief 🗆 Buddhist 🗆 Christian 🗆 Hindu 🗆 Jewish 🗆

Muslim 🗆 Sikh 🗆 Prefer not to say 🗆 If other religion or belief, please write in:

**What is your current working pattern?**

Full-time 🗆 Part-time 🗆 Prefer not to say 🗆

**What is your flexible working arrangement?**

None 🗆 Flexi-time 🗆 Staggered hours 🗆 Term-time hours 🗆

Annualised hours 🗆 Job-share 🗆 Flexible shifts 🗆 Compressed hours 🗆

Homeworking 🗆 Prefer not to say 🗆

**Do you have caring responsibilities? If yes, please tick all that apply**

None 🗆 Primary carer of a child/children (under 18) 🗆

Primary carer of disabled child/children 🗆

Primary carer of disabled adult (18 and over) 🗆 Primary carer of older person 🗆

Secondary carer (another person carries out the main caring role) 🗆

Prefer not to say 🗆

**Theatre Royal Bury St Edmunds**  
Built in 1819 by the renowned architect William Wilkins (who also designed the National Gallery in London), Theatre Royal Bury St Edmunds is one of the most significant theatrical buildings in Europe. As this country’s only working example of a playhouse dating from the Regency period, it offers visitors a unique and unforgettable theatrical experience. One of eight Grade 1 listed theatre buildings in the country, it is also the only working theatre in the National Trust’s portfolio of properties. Inspired by its impressive historical pedigree, the Theatre prides itself on the quality and innovation of its artistic work and enjoys a reputation as one of the most forward-thinking arts organisations in the UK.

The building itself is owned by the Greene King Brewery. In 1975, it was leased to the National Trust which, in turn, has handed the day-to-day running of the Theatre to Bury St Edmunds Theatre Management Limited. Like many other theatres of its generation, Theatre Royal has enjoyed a chequered history, closing and reopening its doors on a number of occasions. In September 2007, the Theatre reopened following a £5.3 million programme of restoration and development. This project, funded in part by the Heritage Lottery Fund, not only returned the building to its 1819 configuration and decoration but also provided improved customer facilities through the creation of a contemporary foyer space adjoining the Theatre.

With a diverse range of productions the Theatre attracts around 80,000 visitors a year, plus over 2,500 young people and adults engage in creative learning activities in schools or in the community. Over 20,000 people come to see our renowned annual traditional family pantomime plus a wide range of local community and amateur groups regularly present performances on the Theatre’s stage and are essential to the cultural offer to the community.

Theatre Royal celebrates its heritage and, as a National Trust property, welcomes around 2000 visitors a year to enjoy the restored building through guided tours, talks and lectures. The theatre employs a paid staff of 30 and supports a number of internships and apprenticeships, it also has a team of approximately 70 volunteers. It is overseen by a non-executive board of management. There is a Patron's Scheme and a thriving Friends scheme numbering over 600 members. The theatre receives core funding from St Edmundsbury Borough Council and Suffolk County Council and also enjoys strong support from the local business community.

**Mission**

Theatre Royal Bury St Edmunds presents a high quality programme of performances and creative activities that enrich and inspire children and adults lives.

**Aims**

- To present a broad performing arts programme of high quality work from leading arts organisations and emerging artists.

- To work within a range of producing models for Theatre Royal productions.

- To further development of Theatre Royal as a Creative Learning organisation.

- To work within a sustainable business model with a skilled workforce and effective base for its operations

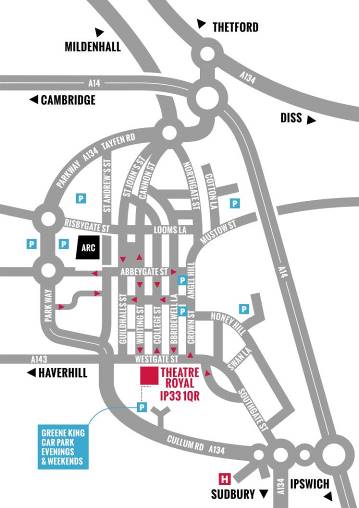
- To develop and grow audiences.

- To build on the trust and support of Theatre Royal’s supporters and stakeholders.

- To celebrate Theatre Royal’s unique heritage.

**How to get to Theatre Royal**

On arrival, please report to the Box Office at the Theatre.



**By Road**Bury St Edmunds is just off the A14, east of Cambridge and west of Ipswich. From the Midlands or the East Coast, follow the A14. From London, take the M25 and M11/A11 then A14 heading east (signposted Newmarket / Ipswich / Felixstowe). Approaching from the west, take the third exit for Bury St Edmunds and turn right at the big roundabout towards the town centre. Go right at the next roundabout then right at the third roundabout onto Southgate Street. Follow the road and you will join the one way system; the Theatre is on your left opposite the Greene King Beer Cafe.

**Car Parking**   
The Theatre has no parking of its own. There is very limited parking close to the Theatre. We normally recommend the Angel Hill or Premier Inn car parks as the closest viable options. There are a number of unlimited street parking places on Westgate Street after 6.00 pm.

**By Bus**  
The Bus Station is on St Andrew’s Street North, 10 minutes’ walk from the Theatre. In addition to local services, it is serviced by National Express coach connections from all over the country. Enquiries/Reservations: 01284 702020

**By Train**Bury St Edmunds Railway Station is on Station Hill and is 20 minutes’ walk from the Theatre, connecting to Cambridge, Ipswich and the London to Norwich line.

Enquiries/Reservations: 08457 484950

**Local Taxis**

5 Star Cars 01284 703131 / 01284 704078

A1 Cars 01284 766777

Premier Cars 01284 704004

Star Cars 01284 760707

United Cars 01284 762288 / 01284 764074