



Job Description: Marketing and Communications Director

REPORTS TO:

Chief Executive

DIRECT REPORTS:

Digital Marketing Manager
Marketing and Fundraising Coordinator

SALARY RANGE:

£30,000 - £34,000

CONTRACT TERMS:

Full time, permanent. 40 hours a week

JOB CONTEXT:

This is an exciting time of change and opportunity for Live Theatre Winchester Trust with new leadership now in place. One of the new Chief Executive's first actions has been to develop and enhance this role, making it a key part of a refreshed leadership team.

The Marketing and Communications Director and team will play a fundamental role in developing the brand identity of Live Theatre Winchester Trust as a single organisation incorporating both Theatre Royal Winchester and Hat Fair.

Activity includes a diverse year round multi art form professional programme, a vibrant community performance programme, 'Young Theatre Royal' and community outreach projects. It also includes Hat Fair's summer festival, associated winter festival and year round engagement projects.

Critical to this role will be the development of relationships with and relevance for existing and new audiences, participants, communities and stakeholders.

Equally important for the role will be selling tickets while also promoting the broader charitable activities and work of the organisation and powerfully communicating its vision, purpose and values.

JOB PURPOSE:

The Marketing and Communications Director is part of the newly developed leadership team of Live Theatre Winchester Trust which incorporates Theatre Royal Winchester and Hat Fair. The primary functions of the role are to:

1. Build a distinctive and recognisable creative identity and external profile for the organisation
2. Grow audiences and ticketing revenues
3. Develop and implement the organisation's marketing and communications strategies
4. Lead the development of communications and relationships with other local businesses and existing and potential sponsors and donors
5. Contribute to the strategic leadership of the organisation

Principal responsibilities

Identity and Profile

- Develop and implement strategic plans for brand development and external messaging, particularly in order to highlight and celebrate that Theatre Royal Winchester and Hat Fair are part of a single joined up organisation
- Develop imaginative ways to sharpen and communicate our brand, intentions and values to the general public and to key stakeholders
- Create clear brand standards and tone and ensure these are consistently applied internally and externally across all communications and relationships
- Improve the visibility and profile of the venue within the city and improve the awareness of the organisation as a charity across the communities it serves

Audience Development

- Engage pro actively with communities to understand how we can make our offer more relevant
- Develop and implement an exciting and innovative audience development strategy and action plan
- Develop and implement an audience research framework to maximise ticket income, evaluate experiences and develop audiences.
- Oversee the development and use of our ticketing and CRM software as a key tool for sales, communication, data collecting and data analysis to inform strategy
- Take responsibility for data management and adherence to data protection law
- Research existing and potential audiences and build local knowledge and segmentation expertise
- Keep up to date with national audience development and arts marketing trends and best practice

Promotion and Sales

- Take responsibility for the season brochure and the development of other key marketing collateral, working with external designers as appropriate
- Work actively with the Digital Marketing Manager to develop digital marketing plans, campaigns and KPI's
- Develop and regularly update press and media contacts, building effective and proactive relationships
- Ensure regular local, regional and national press exposure by issuing and following up press and media releases and successfully placing editorial and features in local, regional and national publications
- Actively manage campaigns and monitor sales, taking responsibility for timely promotional interventions to meet income targets and maximise sales

- Lead your team to ensure all marketing material is produced on time and on budget, taking specific responsibility for the overall impact of material in terms of design, copy and sales
- Work closely with the Theatre Manager to ensure box office and front of house staff are active in cross selling and marketing

Strategic Relationships

- Identify and implement opportunities for cross promotion of Live Theatre Winchester Trust activities in association with other cultural and tourism providers and partners locally and sub regionally
- Contribute marketing and communications expertise to the development and implementation of the organisation's fundraising strategy and initiatives
- Actively promote all fundraising initiatives including; an individual giving scheme, corporate giving, community fundraising and fundraising events.
- Devise communications strategies to grow diverse income streams including business sponsorships, building hires and strategic relationships with partners.

Leadership and Management

- Provide inspirational line management to the Marketing team ensuring they are well supported and appraised.
- Effectively control the marketing and associated budgets seeking value and impact
- Effectively communicate with the rest of the leadership team and with the board, with regular updates on current sales performance and marketing activity as well as strategic developments
- Develop and lead an internal communications strategy to ensure the whole staff and board team can play a role in marketing and external advocacy

General

- Champion the organisation's values and adhere to organisational policies and procedures
- Act as an advocate for the Company with key stakeholders
- Carry out all tasks in accordance with best practice and organisational action plans in respect of diversity and disability equality
- Attend internal and external meetings, participate in training and other forms of staff development and be available to work at evenings, weekends and bank holidays when
- necessary
- Undertake any other duties reasonably requested.

Person Specification

In addition to a commitment to the values, aims and objectives of Live Theatre Winchester Trust, you will be able to show evidence of the following against which we will assess your application:

Personal qualities

- Passion for the arts
- Vision, imagination and creativity
- Excellent communication and interpersonal skills and an enthusiasm for communicating with people
- Strong persuasive skills and the confidence to sell ideas to others
- Drive, energy and a desire to own and deliver projects
- Ability to be self motivated and to work flexibly as part of a creative team
- Ability to work within tight deadlines and pay attention to detail
- Prepared to work flexible hours

Essential Experience and skills

- At least three years marketing and communications experience within an arts or cultural environment
- Management experience within an arts or cultural environment
- A proven track record of delivering measurable results in terms of increasing sales revenues and audience footfall
- Experience of media and stakeholder communications
- Experience in the production and distribution of print in an arts or cultural environment
- Confidence in managing and analysing the effectiveness of web presence and content and of developing and using E marketing strategies and tools
- Demonstrably strong organisational and project management skills
- Effective management and motivation of people
- First-rate copywriting and communication skills
- IT literate, with experience of Excel, Access, Google Analytics and web based databases and ability to interpret information
- Experience of working with ticketing and CRM systems
- Experience of devising and controlling budgets
- Numerate and able to analyse sales and revenue patterns and respond with action accordingly

Desirable Experience and skills

- At least five years marketing and communications experience
- Graphic Design skills and experience
- A recognised marketing qualification
- Experience of charitable fundraising
- A current network of relevant press, PR and cultural organisation contacts
- Full driving licence