

## OLDHAM COLISEUM THEATRE

### Head of Marketing and Communications

<b>Responsible to:</b>	Executive Director
<b>Responsible for:</b>	Box Office and Sales Manager Communications Officer Digital and Marketing Officer
<b>Main Place of work:</b>	Oldham Coliseum Theatre, although with some travel to partner organisations
<b>Pension:</b>	You will be auto-enrolled into a workplace pension scheme operated by NOW Pensions at the statutory level (these contributions are postponed during the probationary period but there is an option for you to “opt in” at this stage if you chose to do so). Alternatively on completion of your probationary period you will be entitled to become a member of the contributory group stakeholder pension scheme. Full details regarding both schemes are available from the Finance Manager.
<b>SSP &amp; SMP:</b>	Full details to be supplied on request.
<b>Company Rules:</b>	All Oldham Coliseum employees are required to comply with current health and safety requirements and disciplinary and grievance procedures and other policies and procedures as outlined in the company handbook.
<b>Salary:</b>	£26,000 - £32,000
<b>Period notice:</b>	The post will have a six month probationary period. After the probationary period the post is subject to three months’ notice on either side.
<b>Holidays:</b>	25 days per year (September – August), plus public holidays.

# **OLDHAM COLISEUM THEATRE**

## **Head of Marketing and Communications**

### **Job Description**

#### **Core purpose**

To be responsible for the strategic development and dynamic management of all aspects of the work of the Coliseum Theatre's marketing and communications department, including the Box Office Team.

To be a member of the Senior Management Team, contributing to the development of policy and playing a significant role in the leadership and direction of the theatre.

#### **Duties**

##### **Strategy and Planning**

- To play a full and active part in the Senior Management Team on devising, developing and implementing the Coliseum Theatre's Business Plan
- To be responsible for creating and implementing a marketing and sales strategy for the Coliseum Theatre
- To develop strategies, both long and short-term designed to achieve the Coliseum's agreed goals with regard to sales and audience development
- To take a lead role in forecasting and setting sales targets for box office income
- To devise and implement campaign plans for each season and production/event, identifying target audiences, setting targets, agreeing marketing tools with time-scales and budgets
- To monitor and evaluate all activity against agreed targets and amend plans accordingly.

##### **Management**

- To lead a highly motivated department with flair and vision, ensuring that staff are ambitious and have clear targets for their work
- To work closely with the Head of Customer Services to ensure excellent customer care from the Box Office Team that reflects the uniformly high standards expected from all public-facing staff
- To take responsibility for identifying the learning and development needs of staff in the Marketing and Communications department
- To ensure that efficient systems of communication are in place, both within the department and across the theatre
- To take responsibility for adherence to Company Personnel Policies within the Marketing and Communications department.

## **Research**

- To analyse quantitative and qualitative information about the Coliseum's programme of work (from in-house and external sources) to develop and implement strategy that develops and retains audiences
- To investigate developments in the market for the Coliseum's services, undertaking and commissioning appropriate research and making recommendations to the Executive and Board
- To commission research, when necessary, to support the development of the theatre's marketing strategy
- To keep abreast of developments in marketing and communications media, and sales systems including web-based social media and Customer Relationship Management (CRM) systems.

## **Maximising Sales and Philanthropy**

- To work with the Head of Customer Services to plan and deliver joint marketing strategies that maximise the potential for commercial and ancillary sales across the organisation
- To ensure that the Box Office Team work effectively as front-line marketers for the organisation and have a significant role within the marketing strategy
- To work with the Box Office and Sales Manager on the promotion and growth of web-based sales
- To work with the Box Office and Sales Manager on promotional schemes especially subscription sales and strategic ticket sales developments such as telesales and web-based offers
- To work with the Development Manager and Box Office Team to encourage and incentivise philanthropic giving at the point of sale.

## **Publications and Communication**

- To be the principal custodian of the Coliseum's brand in its use in all media, including printed and electronic publications and internal and external channels of communication
- To be responsible for overseeing the commissioning and control of publications, such as season brochures, annual reports and publications for specific programmes of work both in printed and electronic formats as appropriate, taking into consideration the most meaningful channels of communication with existing and potential customers
- Management of the design of printed and electronic publications, including copywriting, choice of imagery and the management of the print process
- To be responsible for the strategic development of digital technologies in the marketing mix, including the promotion of web-based communication with customers.

## **Public and Media Relations**

- To be responsible for raising the profile and enhancing the reputation of the Coliseum Theatre and all its activities, including commercial and participatory activities
- To oversee strategic and tactical media campaigns
- To represent and promote the Coliseum on a range of local, regional and national networks
- To play a key role in representing the theatre at Coliseum events.

## **Audience Development**

- To develop strategies and programmes to broaden the range of attenders and participants at the Coliseum Theatre, working with external agencies as appropriate
- To work with the Learning and Education department on the development of target users especially from under-represented communities.

## **Artistic Programming**

- To be part of the Senior Management Team, proactively engaging in the shaping and delivery of the artistic programme.

## **Administration & Financial management**

- To oversee the administrative systems of the Marketing and Communications department
- To take responsibility for preparing budgets and the overall financial management of the Marketing and Communications department's activities
- To instil an understanding of and responsibility for financial awareness amongst all members of the Marketing and Communications department
- To write reports and evaluations as necessary, including contributing to the quarterly report for the Board of Trustees
- To attend and present at meetings of the Board of Trustees.

## **General**

- To maintain the confidentiality of all affairs of the Company that should properly remain confidential
- To carry out any other reasonable duties as determined by the Artistic Director/Chief Executive and the Executive Director.

## **Person Specification**

### *EXPERIENCE*

#### **Essential**

- At least five years' experience of marketing in the arts or cultural sectors
- Experience of managing and motivating staff
- Experience of devising and implementing marketing and communications strategies
- Experience of financial management and control
- Experience of devising and managing media campaigns
- Experience of evaluating the effectiveness of marketing activity
- Experience in managing public relations.

#### **Desirable**

- Experience of working with a CRM system
- Experience of working in a producing theatre
- Experience of contributing to a Business Plan
- Experience of developing audiences and participants in harder to reach communities
- Experience of devising and managing a research strategy
- An understanding of the demographics of the area.

### *SKILLS/KNOWLEDGE*

#### **Essential**

- The ability to provide inspiring and persuasive leadership to the Marketing and Communications department
- A thorough and demonstrable knowledge of the principles of Marketing and its application to the theatre
- A thorough and demonstrable knowledge of a range of marketing methods including the use of digital technology, web-based applications and social media
- Persuasive copywriting skills and the experience of managing print production
- Administrative ability including setting up and managing effective and reliable organisational systems, writing reports and project management
- Knowledge of the marketing potential of CRM systems
- The ability to handle multiple priorities
- Ability to promote a positive image of the Company
- Excellent IT skills

#### **Desirable**

- Knowledge of Photoshop or equivalent packages.

## *ATTRIBUTES*

### **Essential**

- A passion for and an interest in theatre
- A strong and self-confident communicator
- Self-motivating, ambitious and assertive
- A strategic and analytical approach
- An imaginative and creative approach to marketing and communications
- Ability to view the Company's work as a whole and prioritise accordingly
- Ability to work both on own initiative and collaboratively
- Ability to work under pressure
- Ability to network successfully
- Willing to work flexible hours including weekends and evenings.