

# Marketing & Sales Manager Towngate Theatre

*Final*

*Date: 05 November 18*

**POST:** Marketing and Sales Manager

**SERVICE:** Street Scene and Leisure Services

**SECTION:** Towngate Theatre

**BAND:** 7

**REPORTS TO:** Theatre Manager

**RESPONSIBLE FOR:** Education & Outreach leader, Box Office / Sales Manager, Sales Assistants

**TYPE:** Preferred desk worker

All Council posts are subject to National Joint Council (NJC) conditions of service.

Basildon Borough Council is committed to safeguarding and promoting the welfare of children and adults, and expects all employees, contractors and volunteers to share its commitment to prevent abuse, harm or exploitation.

Please note that the Council applies a robust recruitment vetting process.

#### **MAIN PURPOSE**

The post holder will be responsible for the marketing, promotion, sales, advertising and public relations of the Towngate Theatre. They will also be responsible for the resource management and the delivery of the box office service in the Towngate Theatre in addition to the theatre seasonal brochure and all, marketing advertising, online promotions, PR campaigns and information relating to the Towngate Theatre and its events and productions.

The Marketing and Sales Manager will work closely with the Theatre Manager to ensure effective delivery of the service.

The role will involve ensuring services are delivered as prescribed and ensuring the marketing and promotion of the theatre is managed in line with service requirements. The Marketing and Sales Manager will be required to maintain a high level of support to all productions, and ensure the maximum coverage and promotion for ticket sales and attendances.

In addition to the marketing and promotional activity the Marketing and Sales Manager will be responsible for the line management and effective delivery of the box office and sales team, ensuring that our customer service and ability to maximise sales revenue through an effective and efficient box office service.

As a key member of the senior management team in the Towngate, the Marketing and Sales Manager will need to work closely with the other senior managers at the

Theatre to deliver the vision statement and key aims and priorities of the Towngate.

### **GENERAL INFORMATION**

Leisure, Open Spaces and Community Facilities has a wide and diverse remit, comprising of a range of service units, activities, projects and programmes aimed at improving quality of life, health and well-being of the residents of the Borough. The work of the department needs to be monitored in order to inform future action and service improvements, as well as to evidence progress against planned activity and targets.

The Towngate Theatre is a key facility for the Council following the commitment to invest over £1M into improving the services available. The post holder will also be a major contributor to the Towngate management team as it will be essential for the sales, marketing, promotion and public relations of the theatre to maximise opportunities for the service through seamless management and efficient and effective delivery.

The Towngate Theatre is an exciting lively regional theatre that presents an eclectic mix of theatre, music, comedy and dance across the Main Auditorium (550 seats) and Mirren Studio theatre (182 seats) and currently welcomes over 82,000 people through its doors each year.

We provide a friendly and polite welcome to a wide range of professional productions and community organisations, in addition to mounting our own very successful inhouse pantomime.

The development of the Towngate programme aims to ensure a wide range of different genres of performances and arts related activities that provide a diverse offer for the benefit of residents and visitors, whilst targeting increased revenue streams and a reduction in subsidy cost to the taxpayer.

This includes the development of new strands to the business including outreach and education activities as well as a focus on the promotion, sales and awareness of the enhanced programme.

As part of the Theatres senior management team, you will be committed to positioning the theatre as a key local facility that aims to meet its vision statement as set out below:

“To provide a top class, regional theatre that hosts a range of drama, entertainment, cultural performances and events for all residents and visitors to Basildon, that is recognised locally and nationally as a leading example.”

### **DUTIES**

1. Devising and implementing detailed marketing campaigns for in-house and visiting productions and events. This will include designing and creating direct mails, arranging print distribution, organising and booking print, radio, online and outdoor advertisements. Arranging ad hoc campaigns with online ticket agents e.g. Travelzoo.

2. Line Manage the box office and sales team, ensuring the performance of the service delivers effective first class customer service, maximising revenue generation and smooth operation. This will include the supervision of the box office sales manager, who will administrate and maintain the box office software and systems, as well as the sales assistants. The authorisation and approval of balanced and fair box office staff scheduling, meeting the requirements of the operation within the budget parameters set.
3. Line Manage the Education & Outreach Leader to supervise the creation of a new outreach and education provision including but not limited to workshops, talks, backstage tours, educational classes, youth theatre, liaison with local educational facilities and community groups engagement.
4. The performance management of the box office and sales team and the education and outreach leader through 1-2-1 meetings and appraisal systems and performance targets as set by the Council.
5. Managing marketing budgets and contra charges for visiting productions (and if applicable, any in-house productions aside from panto), staffing budgets, staff resources and training as required. Ensuring suitable supervision of all team members who have responsibility for their own budget sections. This will include ensuring the box office and sales team monitor and report on income targets.
6. Deliver the implementation of training, monitoring and development of sales techniques and customer service alongside the box office sales manager.
7. Responsible for the production and distribution of the season brochure.
8. Running a continuous press and marketing campaign for the annual pantomime.
9. Overseeing the design and production of printed promotional materials - posters, leaflets, front of house displays and direct mailings.
10. Keeping the Box Office/Sales team up to date on upcoming marketing and/or PR activity which will make an impact on sales (including any promotional offers which will need to be added to the system and briefed thoroughly).
11. Responsible for print changes and FOH displays in the building, working alongside the Front of House Manager to co-ordinate.
12. Responsible for updating venue website, uploading artwork and copy, writing news stories and management of social media accounts, creating and sending out weekly e-newsletters. Designing and sending out solus eshots – either to the whole database, or tailored to specific audiences.
13. Creating and analysing box office reports and sales figures to assist in devising campaign strategies. Managing the CRM and patron database including tracking and analysing responses to direct mailings, promotional

offers, season brochures and advertisements offers.

14. Co-ordinating and leading promotional events, photocalls, press launches and weekly press nights as required. Writing and distributing press releases and liaising with press for cast interviews, news stories, competitions and entertainment pieces.

15. Attending opening/press night of every new (long-running) production to greet the local press. Tracking and archiving any local press coverage.

16. Organising and attending the official panto press launch.

17. Regular communication with key contacts in the community – particularly the local council.

18. Regular overhaul of press contacts to see who is still a current connection and for any new additions to the team.

19. Routinely ask for new media packs and keep spreadsheet with all relevant figures and information updated.

20. To assist in the business planning of the service, including contributing to the production and monitoring of the Team Plan.

21. Monitor and evaluate service delivery to measure impact and success against targets set. Ensuring the appropriate performance management of the service is undertaken and that guidelines, procedures and policies are followed in relation to Finance and Human Resources.

22. To create and maintain effective working relationships with other Council Departments as required, particularly the Policy, Performance and Review Team, Marketing and Communications, Business Continuity and Health and Safety Teams.

23. Liaise with suppliers and contractors to ensure costs and supply meet with service requirements.

24. To create and maintain effective working relationships with other departments within the theatre, ensuring good communication and co-operation.

25. Any other duties appropriate to the post: These other duties must be equivalent to or below the salary and status of the role and, where appropriate, under the Equality Act 2010, due consideration must be given to any employees with a “protected characteristic”.

26. Undertake all the duties within the framework of Equal Opportunities.

27. As the direct manager/supervisor you will ensure that all hazards are identified and managed to an acceptable level and ensure all relevant documentation is also completed. You will also ensure you demonstrate you're committed to

Health and Safety by leading by example.

### PERSON SPECIFICATION

<b>Position Title:</b>	Marketing and Sales Manager	<b>Date Prepared:</b>	05 November 2018
<b>Department:</b>	Towngate Theatre	<b>Band:</b>	7

<b>AF= Application Form</b>	<b>I = Interview</b>	<b>T= Test</b>
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	REQUIREMENTS	Essential	Desirable	Assessed
<b>1.</b>	<b>EXPERIENCE AND KNOWLEDGE</b>			
1.1	Demonstrable experience of working in a marketing manager or senior marketing officer position in a regional theatre of live performance venue Including the management and appraisals of reporting staff.	✓		AF/I
1.2	Experience of successfully managing/supervising a delivery of large scale marketing & promotional campaigns and budgets for theatre productions	✓		AF/I
1.3	Up to date knowledge of box office and CRM systems.	✓		AF/I
1.4	Well-developed knowledge of brochure design and distribution campaigns	✓		AF/I
1.5	Experience of liaison and relationship management with press and public relations activities.	✓		AF/I
1.6	Experience of delivering sales campaigns and managing staff.		✓	AF/I
1.7	Working knowledge of Adobe Photoshop or similar graphic design software.		✓	I / T
1.8	Willingness to work evenings, weekends and public holidays as required	✓		AF/I
<b>2.</b>	<b>COMPETENCIES</b>			
1	<b>DECIDING AND INITIATING ACTION</b> a. Makes prompt, clear decisions which may involve tough choices or considered risks b. Takes responsibility for actions, projects and people c. Takes initiative, acts with confidence and works under own direction d. Initiates and generates activity	✓		AF/I

	REQUIREMENTS	Essential	Desirable	Assessed
2	<p><b>LEADING AND SUPERVISING</b></p> <p>a. Provides others with a clear direction  b. Sets appropriate standards of behaviour  c. Delegates work appropriately and fairly  d. Motivates and empowers others  e. Provides staff with development opportunities and coaching  f. Recruits staff of a high calibre</p>	✓		AF/I
3	<p><b>RELATING AND NETWORKING</b></p> <p>a. Establishes good relationships with customers and staff  b. Builds wide and effective networks of contacts inside and outside the organisation  c. Relates well to people at all levels  d. Manages conflict  e. Uses humour appropriately to enhance relationships with others</p>	✓		AF/I
5	<p><b>CREATING AND INNOVATING</b></p> <p>a. Produces new ideas, approaches, or insights  b. Creates innovative processes, products or designs  c. Produces a range of solutions to problems  d. Seeks opportunities for organisational improvement  e. Devises effective change initiatives</p>	✓		AF/I
8	<p><b>ENTREPRENEURIAL AND COMMERCIAL THINKING</b></p> <p>a. Keeps up to date with competitor information and market trends  b. Identifies business opportunities for the organisation  c. Demonstrates financial awareness  d. Controls costs and thinks in terms of profit, loss and added value</p>	✓		AF/I
3.	<b>EDUCATION AND TRAINING</b>			
3.1	Minimum of 3 GCSE grade A*-C passes, including in English and Mathematics.		✓	AF/I
3.2	A Degree in English, Media studies or marketing / public relations.	✓		AF/I