

Dear Applicant

## Head of Marketing (maternity cover, 4 days per week)

Please find enclosed an information pack for the role of **Head of Marketing (maternity cover)** for Tobacco Factory Theatres.

This application pack includes:

- Brief information about Tobacco Factory Theatres
- Job Description and Person Specification
- Terms & Conditions
- Application Process

Further information about Tobacco Factory Theatres and our latest Annual Report can be found on our website <http://www.tobaccofactorytheatres.com/>. The Business Plan for 2018-2022 is available on request.

Please also remember to complete the Equalities Monitoring Form and return with your application.

We hope that this pack will help with any questions you might have about the job and the application process. However, if you have any further queries please contact Rusti Fells on [theatre@tobaccofactorytheatres.com](mailto:theatre@tobaccofactorytheatres.com)

Applications by: **12 noon Thu 31 May.** We regret that applications received after that time cannot be considered.

Interviews: **Thu 14 June 2018**

Expected Start Date: **July/August 2018**

Application method: CV and covering letter (maximum 2 sides of A4 each) detailing suitability for the position to [recruitment@tobaccofactorytheatres.com](mailto:recruitment@tobaccofactorytheatres.com). In the subject bar please write '**Head of Marketing (maternity cover)**'.

We look forward to receiving your application and thank you for your interest in Tobacco Factory Theatres.

"The future of theatre lies in places like this."  
Jonathan Miller

## TOBACCO FACTORY THEATRES

We are looking for an exceptional individual to join Tobacco Factory Theatres as a **temporary Head of Marketing to cover maternity leave.**

The Head of Marketing is responsible for creating the conditions by which the income generated by ticket sales at Tobacco Factory Theatres (at c80% of turnover) is achievable, and for the growth in this income and audiences annually.

You will work closely with the Executive Director to develop and deliver the organisation's demand led pricing strategy and oversee the delivery of show, season and brand campaigns to achieve this. As Head of Marketing you will be responsible for developing and managing the organisation's Brand, Marketing and Press and PR strategies. This includes developing and managing the organisation's audience development plan and digital strategy. You will work closely with the Executive Director and be a part of the Senior Management Group.

### MISSION STATEMENT

We tell astonishing stories in extraordinary ways, in our two contrasting theatres at our iconic South Bristol building. Reflecting the voices of everyone in this city, we offer an exceptional programme of live theatre of a wide range of styles for audiences of all ages and backgrounds to enjoy and take part in.

### OVERARCHING PHILOSOPHIES FOR THE PERIOD 2018 – 2022

1. We will tell Everyone's Stories on our stages; a programme of excellent theatre that represents and engages our diverse community, nurtures and supports local artists, and develops Bristol's reputation as a cultural destination.
2. We will broaden our audience reach, to actively engage people living within a stone's throw in South Bristol, who are amongst the country's most disadvantaged, and who do not currently think that theatre is for them.
3. We will invest in the artists and audiences of the future through high quality projects and programmes for children and young people with a focus on South Bristol.
4. We will operate with our trademark spirit of warmth, welcome, accessibility and flexibility, taking care of everyone we work with and for.
5. We will balance risk taking, innovation and ambition with financial resilience and sustainability in order to underpin growth in income and activity. We are an organisation that adapts and responds quickly to change and opportunity.

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**Patron** Mrs Mary Prior MBE JP

**Trustees** Sarah Smith (Chair), Andrew Allan-Jones, David Fairclough, Bertel Martin  
Kate McGrath, Mark Panay, John Retallack, Chris Sims, Anna Southall  
Company no. 04536120 / Charity no. 1097542



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## JOB DESCRIPTION

### Head of Marketing

Reports to: Executive Director

Responsible for: Marketing Manager and Marketing Officer

### SCOPE

The Head of Marketing is responsible for creating the conditions by which the income generated by ticket sales at Tobacco Factory Theatres (at c80% of turnover) is achievable, and for the growth in this income and audiences annually.

You will work closely with the Executive Director to develop and deliver the organisation's demand led pricing strategy and oversee the delivery of show, season and brand campaigns to achieve this. As Head of Marketing you will be responsible for developing and managing the organisation's Brand, Marketing and Press and PR strategies. This includes developing and managing the organisation's audience development plan and digital strategy. You will work closely with the Executive Director and sit on the Senior Management Group.

You will direct the Marketing Manager who will have full responsibility for the production of the Season Brochure and for the design of all in-house and co-productions show marketing collateral both at Tobacco Factory Theatres and on tour.

You will direct both the Marketing Manager and the Marketing Officer to plan and implement marketing and press campaigns for all visiting companies and co or in-house productions and develop effective digital optimisation of the brand to grow audiences.

### RESPONSIBILITIES

#### Income Generation

- Work with the marketing team to ensure the meeting of box office targets set across all shows
- Work closely with the Executive Director to develop the organisation's demand led pricing strategy across shows

#### Brand and Communications

- Plan, develop and implement the Tobacco Factory Theatres brand and brand strategy
- Oversee the branding of the organisation, including liaising with other departments about how the brand applies to them and their communications including print creation. This year will be particularly important to imbed new brand messaging following the redevelopment including the opening of our Spielman Theatre.

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- Plan, develop and implement the organisation's Press & PR Strategy. This will include specific outputs around profile pieces as well as previews/reviews both locally and nationally, including the profiling of the Spielman Theatre and rejuvenated spaces following the redevelopment completion.

## Audience Development

- Plan, develop and implement the organisation's Audience Development strategy for both new and returning audiences
- Lead on the organisation's audience data collection approach
- Utilise Spektrix, Google Analytics and other platforms to enable ongoing detailed analysis of audience data with a focus on both new and returning audiences
- Lead training for staff on Spektrix, our website and other relevant platforms

## Digital Strategy

- Plan, develop and grow the organisation's digital strategy including both optimisation, campaign activity with the ultimate aim of growing audiences and revenue
- Lead and facilitate the continued development of the website for Tobacco Factory Theatres, working with Fiasco and others to achieve this and overseeing the site's content and representation of the organisation

## Management

- Plan and manage the budget for the Marketing Department, including overseeing funds for the Marketing Manager and Marketing Officer to use for show-specific campaigns and seasonal activity, working with those colleagues to ensure budget is appropriately spent
- Line manage and oversee responsibilities and work of the Marketing Manager and Marketing Officer
- Manage and oversee work of any marketing intern roles
- Work with/delegate to the Operations Manager to ensure all public-facing staff are well-informed of demand managed pricing, upcoming programme details, brand and standard processes/policies and to encourage public-facing staff to work closely with the Marketing Department to provide good customer service, upsell and pass on feedback
- Work with the Director of Operations to ensure the organisation is GDPR compliant

## Other

- To be an informed and enthusiastic member of the Senior Management Group
- To attend staff meetings and away days, and other theatre events including season launches and press nights
- To attend productions & keep abreast of all activities in the Theatre
- Abide by Tobacco Factory Theatres Equality Policy
- Any other duties as mutually agreed with the Executive Director

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## Person Specification

### Essential:

- At least five years' experience working in arts marketing
- Experience of leading a marketing team
- Experience of heading up marketing campaigns
- Experience of image creation and print design
- Experience of managing budgets
- Experience of audience development initiatives
- Experience of data collection and data analysis of theatre audiences and working with these to implement change in marketing strategy
- Strong understanding of the GDPR and other data protection issues for arts organisations
- Calm under pressure
- Excellent written and verbal communication skills
- Skilled at managing busy people with varied workloads within own department and the relationships across to other departments
- Articulate and able to advocate as a senior leader

### Desirable:

- Experience of working as part of the strategic senior leadership of a cultural organisation
- Experience of brand management
- Experience of demand-led pricing and Spektrix box office
- Experience of working across an organisation to implement an audience development strategy
- Experience of website development

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## TERMS & CONDITIONS

### Head of Marketing (maternity cover)

Hours:	0.8 (4 days). A four day week at the theatre constitutes 32 hours. Occasional evenings will be worked but weekend work is rare. Exact hours/days will be agreed in advance of your start date with your line manager
Salary:	Up to £29,000 per annum (pro rata), dependent on experience TFAT subscribes to an auto enrolment pension scheme
Contract:	10 months fixed term maternity cover
Holiday:	30 days inc bank holidays (pro rata)
Employer:	Tobacco Factory Arts Trust
Location of post:	Tobacco Factory Theatres, Raleigh Road, Bristol, BS3 1TF
Responsible to:	Executive Director
Trial period:	One month
Notice period:	Two months
Applications by:	<b>12 noon Thu 31 May.</b> We regret that applications received after this time cannot be considered.
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