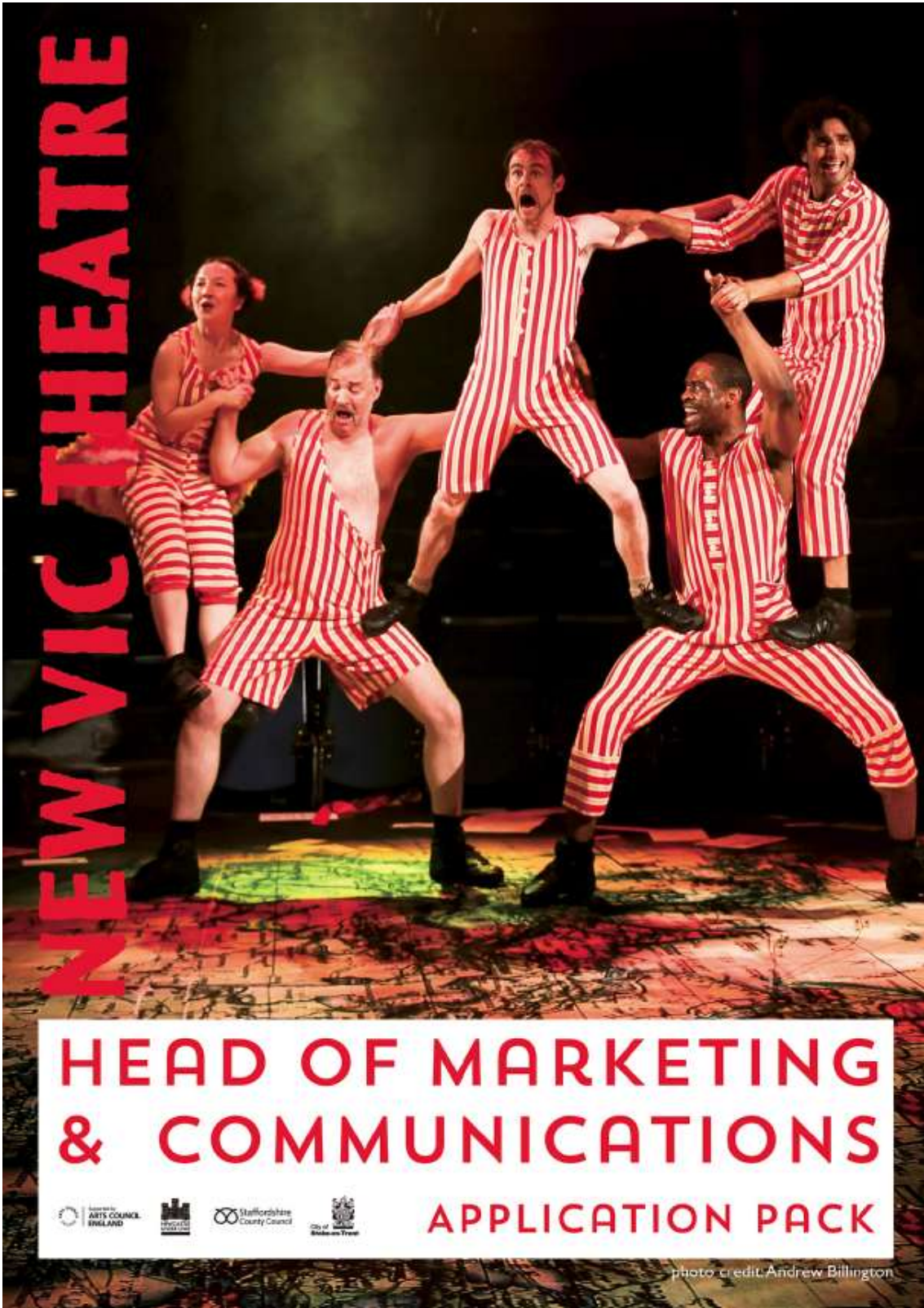


NEW VIC THEATRE



**HEAD OF MARKETING
& COMMUNICATIONS**



APPLICATION PACK

photo credit: Andrew Billington

WELCOME

Thank you for your interest in the post of **Head of Marketing and Communications** at New Vic Theatre.

ABOUT THE NEW VIC

Our mission is to make excellent theatre in the round and be a force for positive change in our region.

Our vision is of a theatre which:

- Makes distinctive theatre in distinctive spaces
- Increases engagement with the arts, especially among young people
- Nurtures artists and the artform
- Showcases Staffordshire and Stoke-on-Trent as places where creativity and excellence thrive
- Inspires local pride, making this a better place to live, work and do business
- Works in partnership with Arts Council England and Local Authorities to make investment go further and achieve more

Around the World in 80 Days, New Vic production at Royal Exchange Theatre, Manchester

“standing ovation for this beautifully-executed magnificently preposterous romp”

★★★★★ The Independent

The New Vic is one of the country's most successful producing theatres, engaging over 150,000 people annually. We deliver a programme of acclaimed work that tours nationally.

The Victoria Theatre Company, established in 1962, was the first professional company in Britain to perform permanently in the round. In 1986, the company moved into its current home, the New Vic Theatre - Europe's first purpose-built theatre-in-the-round, significant in terms of the architectural heritage of theatre development in the UK. Since then the New Vic has forged a national reputation for producing first class theatre – currently 8 or 9 in-house productions annually – and is the only Arts Council England National Portfolio Organisation for Staffordshire and Stoke-on-Trent.

We are enjoying a period of sustained sales success with growing attendances and ticket income. Levels of customer satisfaction and loyalty are high with 50% of the audience returning year-on-year. Audience growth has been built on the company's core strengths: consistently excellent theatre-in-the-round; an artistic programme that resonates with key market segments; outstanding customer care; clearly articulated brand values; and a communications strategy which aims to build long-term relationships and foster brand loyalty.

Whilst a significant proportion of the audience are aged 45+, children account for around 25% of visits, mostly for our family Christmas shows which are seen by more than 40,000 people each year. Over 60% of our audience are women and 90% live within a 30-minute drive-time.

Achievements include:

- first ever theatre outside of London to be chosen as an affiliate of the National Theatre Studio
- featured in **Observer Top Shows of 2015** for *Dracula*
- **Guardian Top Ten Theatre for 2015** for the *Hoard Festival*
- *An August Bank Holiday Lark* 2014 National tour to 13 towns/cities, a co-production with Northern Broadsides won **Best New Play at the 2014 UK Theatre Awards**
- *Around the World in 80 Days* nominated for **Best Production Children & Young People 2014 UK Theatre Awards** and **Best Production Manchester Theatre Awards 2015**
- **Global Ethics Impetus Award; British Community Safety Award** for achievements in helping to reduce crime; **UK Skills for Care National Award for Excellence and Innovation** – New Vic Borderlines

Dracula, New Vic Theatre – Observer Top 10 Shows of 2015

“One of the most impressive hours I’ve spent in the theatre in recent months”

★★★★ Susannah Clapp, The Observer

Our work on stage is complemented by an award-winning community outreach programme, and education work which each year reaches around 25,000 people of all ages, working with children, young people, retired people and community members, with a particular focus on under-represented groups and access to arts. We do this through a huge variety of projects tailored to beneficiary groups, using participatory drama, storytelling and theatre not only to engage and stimulate interest in theatre and the arts, but also to make a difference to the lives of local people.

Our in-the-round theatre space offers us opportunities for creative engagement across age and socio-economic background which are not so readily open to other theatres: the proximity to the action and a live experience completed by a view of fellow audience members across the stage breaks down barriers between art and audience and has enabled us to develop a distinctive ‘house style’: accessible, yet challenging and broadening audiences’ experience of the art-form. A ‘house style’ that gets in-built through the process of developing a show at the New Vic and which from our experience then transfers equally well to both in-the-round and traditional venues. Theatre made with audiences at the heart right from the start.

New Vic Borderlines work with groups at risk of being marginalised – young people caught up in the criminal justice system, members of minority communities, adults with learning difficulties, looked-after children, young carers – using theatre to help individuals to find new and positive ways to understand themselves, their communities and their responsibilities as citizens.

New Vic Education works principally with formal education – interactive storytelling sessions for pre-school aged children, literacy initiatives with schools, professional development for teachers, youth theatre and drama groups, life-long learning projects with older people – all with a focus on improving attainment, raising levels of aspiration and increasing understanding of the benefits that education brings.

New Vic Appetite is a visionary programme led by the New Vic as part of the Arts Council England Creative People and Places initiative. The overall aim is get more people in Stoke-on-Trent to experience and be inspired by the arts, by engaging them in decision making and programming.

In 2013 we transferred our first show to a London venue, *The Thrill of Love*, and in collaboration with Northern Broadsides the 2014 production of *An August Bank Holiday Lark* toured to 13 towns and cities across the country (Lancaster, Halifax, Huddersfield, York, Leeds, Scarborough, Liverpool, Watford, Oxford, Derby, Cheltenham, Kingston, Oldham). Also in 2014 our production of *Around the World in 80 Days* transferred to Manchester to critical and audience acclaim. And in 2015 our production of *Ladykillers* transferred to Hull and Scarborough.

Thrill of Love at St James Theatre, London

“The show is terrific” ★★★★★ The Guardian “Killer drama” ★★★★★ Daily Mail

An August Bank Holiday Lark

“poignant, warm-hearted drama” ★★★★★ The Telegraph

In 2016, our new Amanda Whittington commission, *Kiss Me Quickstep*, produced in partnership with Oldham Coliseum is now set to transfer for a run at Eastbourne Theatres.

Kiss Me Quickstep

“book a ticket without further consideration...” ★★★★★ The Guardian

New Vic Production with Oldham Coliseum

And coming up, our co-production with Oxford Playhouse of *Peter Pan in Scarlet* is set for a four-week run in Oxford this summer (2016).

ABOUT OUR AREA

We are based in the heart of the country –

- part of the market town Newcastle-under-Lyme with its independent shops and cafes
- right next door to Stoke-on-Trent, a city on the up, with a thriving ceramics industry, bidding to be UK City of Culture in 2021
- on the edge of the Peak District, with some of the best views in the country on our doorstep
- but still only 1 hour 30 mins from London, 40 mins from Manchester, 50 mins from Birmingham

Have a look at our Annual Review 2015 to learn more about New Vic Theatre

<http://www.newvictheatre.org.uk/about-us/annual-reviews/>

The New Vic operates thanks to a unique partnership between Arts Council England, Newcastle-under-Lyme Borough Council, Staffordshire County Council and Stoke-on-Trent City Council.

JOB TITLE: HEAD OF MARKETING & COMMUNICATIONS

Responsible to: Executive Director

Key working relationship: Artistic Director

Responsible for: Marketing and Box Office Manager, Senior Graphic Designer, Press Officer & Online Editor

Team includes: Marketing Officer, Web and Graphic Designer, Deputy Box Office Manager, Group Bookings Organiser, Sales Officers

SUMMARY

Our *Head of Marketing and Communications* will join the Senior Management Team at the New Vic, working closely alongside the Executive Director and Artistic Director. The postholder will play a leading role in delivering the future vision of the organisation across all strands of our activity. Significantly, the postholder will lead the development and implementation of a new Marketing Strategy, to support our audience development and income generation goals.

S/he will focus on growing new audiences while retaining and deepening relationships with current audiences - through effective communication of our mission, vision and activities.

The post holder will play a leading role in the Theatre's strategic planning which currently includes development of our co-produced and toured work, investment in our community and education activities and supporting our Appetite audience development programme.

KEY DUTIES:

Lead the development and implementation of the New Vic's Marketing Strategy. This key project will provide clear direction for audience development, development of the New Vic brand and our marketing communications.

Take lead responsibility for increasing the understanding of who our audiences are and what motivates them to engage with us. This will include responsibility for the development of our Audience Development Strategy and ensuring audiences are a primary consideration in all of our activities.

Collaborate regularly with the Artistic Director and Executive Director to ensure a clear and accurate interpretation of the organisation's ethos, vision and direction.

Lead and implement effective campaigns for sales and audience development, achieving specified revenue targets and priorities, including identifying new marketing and digital opportunities.

Ensure that the work of the Marketing Department feeds into and supports other strategic priorities for the organisation.

MARKETING

- Create and implement marketing campaigns for seasons of work, individual productions and artistic programmes – ensuring effective delivery of both print and digital marketing activities.
- Lead on the production of communications materials such as the website and season brochures, including internal and external design commissioning and copywriting.
- Contribute to revenue target setting for productions including providing analysis of trends, ticket sales and pricing; and identify opportunities to maximise revenue.
- Take the lead on copywriting for both print and digital marketing campaigns.
- Engage commercial sponsors in the New Vic's work, including show specific sponsorship.
- Support team members to ensure that the New Vic Theatre website is updated and managed effectively, planning future development as well as making improvements based on customer feedback.
- Co-ordinate marketing support for the Fundraising, Borderlines, Education, Appetite and Catering activities as required.

AUDIENCE DEVELOPMENT

- Develop specific campaigns to reach and retain priority audience groups and segments. This will include collaboration with colleagues on programming, ticketing, audiences and community engagement.
- Identify audience development opportunities to grow new audiences and broaden the New Vic audience base.
- Collaborate effectively with Borderlines, Education and Appetite programmes to develop joint audience development initiatives.

PR AND COMMUNICATIONS

- Implement a framework for regular stakeholder advocacy and promotion of the New Vic's ethos, values, impact and partnerships including annual reports, stakeholder events and positive media coverage.
- Ensure media campaigns are in place and support the Press Officer and any external press representatives in their effective delivery, maximising coverage through all channels.
- Promote the work done by our Education, Borderlines and Appetite teams to broaden understanding of the aims and achievements of their work.
- Lead on PR and communications for strategic issues and in any crisis management activities.

SALES

- Lead the team to increase income from ticket sales and create positive awareness of New Vic Theatre among potential audiences.

- With the Marketing and Box Office Manager ensure the effective operation and data compliance of the ticketing system, and conduct the necessary analysis of data to support marketing and budgetary planning.
- Work with the Executive Director on pricing structures and, in collaboration with the Artistic Director, on programming to ensure audience and income targets are achieved.

DATA AND REPORTING

- Lead the New Vic's audience insight and analysis: collecting, using and sharing both qualitative and quantitative research, segmentation and other tools to understand and maximise our audiences.
- Take lead responsibility for regular reporting on audience and sales data at both Board and funder levels.
- Be responsible for data management and compliance on behalf of the organisation, where it relates to customer data.

EXTERNAL

- Ensure positive and productive relationships are maintained with all major stakeholders including resident companies, visiting companies, funders and media.
- Represent and positively promote the organisation at all levels.

MANAGEMENT

- Lead the Marketing Department and its activities, including managing staff, budgets and partnerships.
- Lead the ongoing development of the team as a whole and the individuals within it, supporting their professional development with particular reference to current practice and innovation in arts marketing.

OTHER

- Act as host for audience events such as audience 'talkback' sessions.
- Keep abreast of new and relevant marketing and sales practice including new and emerging media.
- Attend productions, events and other New Vic activities.

TERMS AND CONDITIONS

SALARY

The salary for the post is £35,000 - £37,500 dependent on experience. The salary is paid monthly by credit transfer on the last Friday of each month.

HOURS OF WORK

Your normal hours are 40 per week to be worked flexibly as required. Your meal break is unpaid and will normally be 30 minutes or one hour. New Vic office hours are Monday to Friday 9am- 5.30pm, however you will be required to work flexibly according to the requirements of the role and therefore your start and finish times may vary. This role does include some evening and weekend working.

Any hours in addition to your normal hours are to be agreed in advance with your manager. Where the number of hours worked in any 4 week period exceeds the contractual hours then time off in lieu will be accrued as follows;

- Any additional hours over 40 each week will be claimed as time off in lieu at single time.

In certain circumstances, we may ask you to work on Sundays and Bank Holidays. If this is the case, you will be paid at double time for the hours worked. All employees are expected to work some evenings and Saturdays.

HOLIDAY ENTITLEMENT

The annual holiday entitlement is 25 days plus bank holidays.

PROBATIONARY & NOTICE PERIOD

The probationary period for this post is 6 months.

The notice period during the probationary period is 4 weeks. Following successful completion of probationary period the notice period is 12 weeks.

GENERAL

All eligible staff are automatically opted in for the New Vic's basic pension scheme under auto enrolment legislation. The basic employee contribution of 1% is matched by the New Vic. Following the qualifying period the company will make a contribution of up to 5% of basic salary matching the employees own contribution. Full details including qualifying period and joining dates are listed within the company handbook.

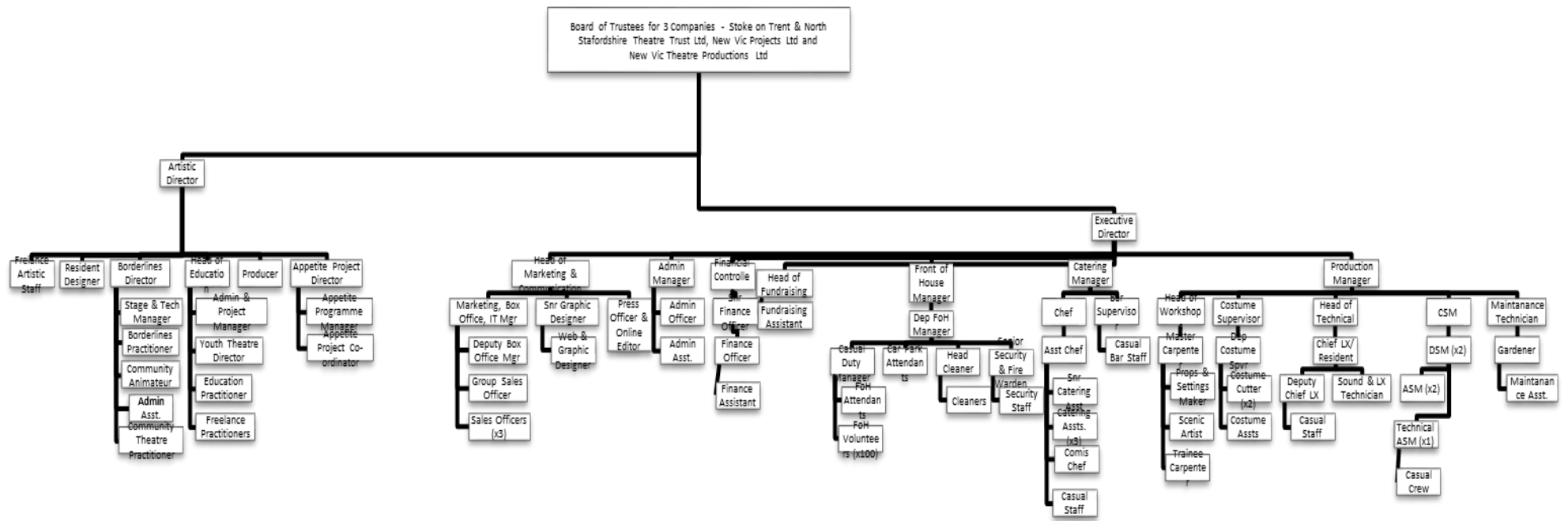
All offers of employment are subject to the candidate being able to provide suitable proof of their eligibility to work in the UK and references.

NEW VIC THEATRE - HEAD OF MARKETING AND COMMUNICATIONS

Person Specification

ESSENTIAL EXPERIENCE	DESIRABLE EXPERIENCE
<ul style="list-style-type: none"> - Significant senior management experience working in marketing and communications. - Experience of developing and implementing marketing and audience development strategies. - Experience of arts marketing campaigns, including using audience data and analysis. - Experience of successful audience development campaigns, including reaching and retaining new audiences. - Experience of managing and motivating a team. - Experience of working to and achieving revenue targets. - Experience of successful PR campaign and media relations management. - Experience of copywriting and commissioning design. 	<ul style="list-style-type: none"> - Experience of working in a producing theatre. - Experience of developing and refreshing brand. - Experience of advocacy and stakeholder campaigns. - Proven working relationships with press/media.
<h4>SKILLS AND ABILITIES</h4>	
<ul style="list-style-type: none"> - Excellent communication skills, both written and verbal, demonstrating an aptitude for copywriting, presentation and networking. - Ability to work on own initiative, prioritise and organise workload, and meet deadlines. - Excellent attention to detail. - Excellent teamworking, collaborative, leadership and motivational skills. - Effective financial management skills, including the ability to set and meet budget targets. - Strategic thinking skills with the ability to identify opportunities. - Ability to problem solve, apply creative solutions and be resourceful. - Excellent analytical skills including the ability to compile and analyse data. - IT literacy including the ability to use database systems and Microsoft Office. 	
ESSENTIAL - KNOWLEDGE AND UNDERSTANDING	DESIRABLE - KNOWLEDGE AND UNDERSTANDING
<ul style="list-style-type: none"> - Demonstrable interest and enthusiasm for theatre and the arts. - Educated to degree level or equivalent. - An understanding of the opportunities and challenges currently facing cultural organisations. - Knowledge of current trends and practices in audience development, audience insight and arts marketing. - Knowledge and understanding of diversity in arts engagement. - Knowledge and understanding of digital opportunities for arts engagement. 	<ul style="list-style-type: none"> - Knowledge of one or more CRM ticketing systems.

THE NEW VIC



YOUR APPLICATION

Thank you for expressing an interest in the position of **Head of Marketing and Communications** at the New Vic Theatre.

Closing date for applications – Monday 1 August 2016 at 12 noon.

Interviews – 10 August (in the first instance).

Ensure that your application contains details of relevant experience and the qualities you believe you could bring to the position. Please do not submit a CV, pre-prepared references or covering letters as these will not be used during short listing.

We value diversity in the workplace and positively encourage applicants from all sections of the community. In accordance with good equal opportunities practice, section 1 and the equal opportunities monitoring form will be separated before short listing. Please ensure that all questions on the application and equal opportunities monitoring form are fully completed. The short listing panel will make their decisions based solely on Section 2, without access to any personal information.

Please return your application form and equal opportunities form by post to me at New Vic Theatre, Etruria Road, Newcastle-under-Lyme, Staffordshire, ST5 0JG or by email to recruitment@newvictheatre.org.uk. Shortlisted candidates that have emailed their application to us will be asked to sign their application form at their interview.

To find out more about the New Vic Theatre visit our website www.newvictheatre.org.uk. If you have any queries regarding the vacancy please email recruitment@newvictheatre.org.uk or call 01782 381371.

With thanks once again for your interest.

Yours sincerely



Tracey Wainwright
Administration Manager