

Marketing and Sales Manager

HAYES
BECK THEATRE

Job Description
Person Specification

February 2019

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THEATRES &
HOSPITALITY
The UK's premier provider of
live entertainment and hospitality

MARKETING AND SALES MANAGER

The Beck Theatre, Hayes

The Beck Theatre is one of 12 venues within HQ Theatres & Hospitality's (HQT&H) current portfolio of regional theatres and concert halls. HQT&H currently manages 18 auditoria on behalf of local authorities, with capacities ranging from a 200 seat arts centre to a 2,400 seated/standing theatre. Last year HQT&H programmed a total of 2,354 shows which attracted attendances of over 1.5 million.

HQ Theatres & Hospitality (HQT&H), the UK's second-largest venue operator, is a division of Qdos Entertainment Ltd, one of the largest entertainment Groups in Europe.

The Beck Theatre is a vibrant and dynamic place to work - a venue which presents a wide and varied programme of music, theatre and comedy. We always provide our staff with the best opportunities to train and develop within the organisation.

As well as aspirational plans to build audiences through high quality programming and community-based activity we have key targets to drive the commercial success of the business through offering exceptional service to our customers. We want all visitors to the Beck to be able to enjoy World Class Service and this role will be a vital part of delivering this aim.

Employment type: Full Time

Salary: £30,000 - £32,000

Bonus potential: You will have the opportunity to earn a performance-related discretionary bonus of up to 5% of your basic salary, linked to successful achievement of agreed objectives.

Hours: 40 per week over 5 days out of 7, subject to variation to meet business requirements. Working hours may include evenings, weekends and Bank Holidays.

Work location: You will be based at The Beck Theatre, Hayes and may be required to travel to and work at other HQT&H venues. Approved travel expenses will be reimbursed.

Purpose of the role: The Marketing and Sales Manager has overall senior management responsibility for the development and successful cost-effective operation of the Marketing and Sales function for all aspects of The Beck Theatre's business, including shows and events; hospitality events, conferences and functions; and the Beck Theatre brand.

Our ideal candidate: A natural communicator at all levels with excellent numeracy, literacy and IT skills; you'll have attention to detail, a flair for campaign strategy and drive and direction in your creative ideas. With strong leadership you'll be comfortable in a fast-paced work environment and able to meet deadlines and targets with confidence.

For an informal discussion contact: Steve Sargeant, Theatre Manager
0208 561 8371 ssargeant@becktheatre.org.uk

Closing date: 25th February 2019

How to apply: Complete the application form and submit with a covering letter to kwelsh@becktheatre.org.uk with the subject title 'Marketing and Sales Manager.' Tell us why you think you are suited to this role, why it interests you and how we'll benefit from having you on board. Enclose a CV too if you wish.

REPORTING

You will report directly to the Theatre Director

The posts you will line manage in this role include:

- Marketing Officer
- Box Office Manager

KEY ACCOUNTABILITIES

Strategic

- As required by the Theatre Director, and in collaboration with other Senior Management Team members, development of The Beck Theatre's annual operating budgets, and related internal targets, so as to ensure maximum profitability of the venue's operation;
- Formulation of pricing strategies for all events and activities at The Beck Theatre, so as to ensure that attendance targets are met and sales maximised;
- Development and implementation of strategic loyalty schemes, so as to achieve agreed budget and attendance targets;
- Development and implementation of a strategic plan for the involvement of groups from the community in the activities of The Beck Theatre, so as to achieve agreed budget and attendance targets;
- Monthly reporting to the Theatre Director on variances against budget under Marketing and Sales headings, including attendance targets for events and performances of all kinds;
- Management of all contracts with suppliers and contractors in connection with Marketing and Sales, so as to ensure safe and cost-effective operation within agreed budgets;
- Development of corporate sponsorship opportunities for the venue.
- Development and monitoring of customer service standards offered by all direct reports to relevant internal and trade customers, so as to achieve agreed targets and standards.
- Analysis of ticketing data to establish sales, geographic and demographic trends to influence strategy and campaign delivery.
- Working with the Theatre Manager to develop and achieve secondary spend targets on performances, events and front of house sales.
- In collaboration with the Ticketing Manager, maximise income streams by managing ticket yield, re-banding, developing group business and implementing cross-selling techniques.

Operations

- Working alongside the Theatre Director and other members of the Senior Management Team, development and delivery of an annual Venue Business Plan for The Beck Theatre and for all of its activities, drawing on, and as agreed conducting and/or commissioning market research, so as to ensure that business and service targets are met;

- Development of Marketing and Sales campaigns for all strands of the operation of The Beck Theatre and achievement of show and event attendance and income targets, liaising with Producers and Promoters as necessary;
- Ensuring the development and delivery of comprehensive marketing strategies and tactics to support the work of the venue's Hospitality function, including achieving attendance targets for events;
- Via delegation as appropriate, management of the relationships between The Beck Theatre and the print and broadcast media, so as to ensure that the venue, and HQ Theatres & Hospitality's best interests are protected, and that the profile of the venue is at all times high and positive;
- Management, through delegation as appropriate, of the Theatre's ticketing operation and the venue's use of AudienceView ticketing software, including its venue-wide use as a central CRM database and effective use as a content management system from the Theatre's website;
- In respect of delegated responsibilities, adherence by The Beck Theatre to all statutory and regulatory requirements underpinning its operation, ensuring that HQ Theatres & Hospitality is fully protected at all times - in particular in respect of Data Protection arrangements.
- Co-ordinating the design and distribution of the venue's seasonal brochures, ensuring distribution is cost effective and best achieves growth for the venue.

Health & Safety

- Management of all delegated functions of The Beck Theatre as above so as to ensure that HQ Theatres & Hospitality's Health and Safety at Work policies and practices are fully implemented at all times;

Recruitment, Training and Development

- Recruitment, training, and performance development and monitoring (including setting and monitoring of personal targets) of all direct reports, so as to ensure their full contribution to the achievement of the venue's business and service targets, within agreed financial limits;
- The post holder agrees to undertake training and development as appropriate and to also keep apprised of developments in his/her field of expertise.

Other Responsibilities

- Dress in accordance with Company uniform policy and wear protective clothing where issued and instructed.
- Attend and, if required, note take meetings as required.
- To undertake other duties as reasonably requested from time to time, taking into consideration the rate of remuneration and the capabilities of the employee.

This Job Description is not an exhaustive description of your duties. You will be required to adopt a flexible approach to your role and responsibilities. In particular, from time to time, you may be required to undertake such alternative or additional duties as may be commensurate with your skills, experience and capabilities.

PERSON SPECIFICATION

In order to be considered for this post you will need to evidence and demonstrate:

Experience

- At least three years' experience of marketing in a live entertainment environment with a proven ability to build strong relationships with press, media and agency contacts.
- Proven successful track record of growing attendances and sales in a theatre and entertainment context
- Proven successful team leadership and development of individuals' performance
- Track record of developing with relevant team members, and of implementing, new and successful marketing and sales campaigns
- An entrepreneurial and commercial instinct with a proven successful track record in generating sponsorship and/or corporate business in an entertainment or hospitality context

Skills

- Numeracy, literacy and IT competence commensurate with the demands of the Post
- Database and digital marketing experience in an entertainment context, including social media management
- Experience in briefing designers, creating and distributing marketing collateral

Knowledge

- A firm knowledge of commercial theatre deals and finance.

Qualifications

- A Marketing or Arts related qualification would be desirable.

Attitude

- A strong customer service focus and a genuine desire to deliver an excellent experience, every time.
- A 'can-do', entrepreneurial attitude and a positive, flexible approach to the job role, work colleagues and peers.
- A presentable, professional and approachable manner which sets an example for others to follow.
- Willing to work unsociable hours in line with the demands of the Post and the organisation.

Desirable

- Experience in the use of AudienceView Ticketing System.
- A passion for regional theatre.