



**Taunton Theatre Association Ltd.**

JOB TITLE:        MARKETING & COMMUNICATION MANAGER  
LOCATION:         Taunton, Somerset  
CONTRACT:        Minimum two year contract with potential to extend  
HOURS:            Full-time  
SALARY:           £28,000 (more for exceptional candidate)  
REPORTS TO:      CHIEF EXECUTIVE

**OVERVIEW**

Taunton Theatre Association seek a highly motivated and experienced arts Marketing and Communication Manager to develop The Brewhouse Theatre & Arts Centre’s profile and audiences leading up to its ambitious redevelopment project in 2021. The Marketing and Communication Manager will be part of the Senior management team, reporting directly to Chief Executive, Vanessa Lefrancois, and work with colleagues to inform and steer TTA's trajectory during this transformative period and TTA’s cultural evolution. The post is for an initial two-year period with the potential for the post to be extended and developed as the company restructures and grows to inhabit their significantly developed venue in 2023. In addition to the post holder’s day to day role they will be responsible for designing and implementing a PR strategy to run in parallel with TTA's Capital Campaign.

The ideal candidate will share our aspirations and vision for the future, be able to demonstrate exceptional marketing and PR skills, have a strong track record in growing diverse audiences and the ability to implement communication strategies that successfully engage with our broad range of stakeholders. The Marketing & Communication Manger will work collaboratively with colleagues and contribute to the strategic direction and business development of The Brewhouse Theatre & Arts Centre, to realise the company’s artistic, social and educational aspirations and economic imperatives. This will require exceptional communication and creative skills, as well as a resourceful mind-set and can-do attitude.

The Marketing & Communication Manager line-manages and is supported by a Marketing Officer with strong digital and graphic design skills, regular volunteers and a Technical Level student from Bridgwater and Taunton College. The post holder also line manages the Front of House Supervisor who in turn supervises the Box Office team.

**COMPANY INFORMATION**

In its first four years of operation TTA has injected life back into the recently dark venue, revitalising the building and developing a broad cultural programme for an increasingly wide audience. We attract in the region of 60,000 audience and participants each year and engage with many more online. In 2017-18 we:

- Presented 201 live performances in the main auditorium and studio
- Delivered 551 participation activities
- Screened 70 new releases and 44 live or recorded events from the National theatre, ROH, RSC etc.
- Curated 13 visual arts exhibitions

Revenue for 2017-18 was circa £1.1m from a standstill position in 2014. TTA is a fast-paced organisation with a busy programme of events and activities day & night. TTA has 14 staff with a strong collaborative team ethos, supported by Trustees, volunteers, an artistic and youth advisory group.

## **JOB DESCRIPTION**

### **Main Duties and Responsibilities**

The key role of the Marketing & Communication Manager is to develop and implement the organisation's marketing, digital and internal and external communication strategies. The Marketing & Communication Manager will work closely with the CE and Creative Programmers to identify target markets and deliver compelling promotional material, marketing and media campaigns to cultivate excellent customer relations and broaden and widen our audience demographic. The Marketing & Communications Manager will be responsible for monitoring sales and evaluating campaigns to continue to grow the Brewhouse customer-base and increase the organisation's revenue. The post-holder will also be responsible for designing an effective internal and external communication strategy to keep staff, volunteers, stakeholders and the general public abreast of The Brewhouse redevelopment project.

### **Audience Development**

TTA plan to significantly develop their audience over the next two years, increasing and diversifying attendees across the performance, participation, visual arts and cinema programme. Caterer and coffee specialist, Brazzier will commence service in the venue on 1 December 2018, which will further increase our potential to increase footfall and engage with different groups of people.

During 2018-19 we plan to invest in research and seek professional support to help expand our existing audience. The post holder will lead this work refining and implementing TTA's audience development strategy.

### **Marketing and Sales**

Ensure the effective and timely marketing of all programmes, including;

- Responsible for implementing TTA's marketing strategy including the production and distribution of publicity materials, advertorials and editorial content, liaising with third parties as necessary.
- Responsible for implementing TTA's digital marketing strategy, including; website management (including content management), e-shots, social media platforms and digital marketing campaigns.
- Main point of contact for visiting companies, artists and film distributors to ensure required marketing assets are received in good time and utilised effectively.
- Work with the Front of House team to ensure FOH areas inviting and promotional materials are current and displayed in optimal positions.
- Ensure electronic records of all print for future reference and catalogue chronologically

Monitor and review sales and develop campaigns and strategies to increase sales revenue through up-selling, cross-selling, promotions and loyalty schemes.

Utilise TTA's CRM/Box Office system (Spektrix) to capture and analyse customer data in line with GDPR. Produce internal reports and utilise industry research to understand our markets and customer behaviours, to increase engagement with audiences and improve sales performance.

Responsible for The Brewhouse Friends Scheme promoting membership and communicating effectively with this group through quarterly newsletters and promotions.

Develop relationships with local organisations and enterprises to increase third party sales via The Brewhouse's website and ticketing system.

### **Press, PR and Communications**

Maintain good relationships with regional press and media to raise the profile of the Brewhouse through timely press releases and effective advertisements, features and listings.

Promote and raise the profile of The Brewhouse externally, publicising TTA's work, mission, vision and values through clear, consistent and distinct message and imagery. Represent the Brewhouse at meetings, events, groups and networks as appropriate.

Work with the Front of House Supervisor and Box Office to improve customer experience from first point of contact, through to post event feedback. Handle any complaints or negative comments posted online swiftly and appropriately.

Project manage events such as gallery previews, VIP receptions and volunteer events.

Develop brand guide lines and embed these across the organisation.

### **Development**

To contribute to the strategic planning and business development of The Brewhouse, assisting the CE in the drafting of key documents e.g. Business Plan, funding applications, public speeches and newspaper articles.

Work with CE and fundraiser to develop income streams by maintaining and growing business sponsors, increasing propensity towards individual giving and promote fundraising campaigns.

Develop communication mechanisms to keep key stakeholders and the public engaged and informed about The Brewhouse's redevelopment.

To liaise and work collaboratively with other venues in the Southwest to support the development of audiences regionally and promote like organisations.

Develop KPI's and targets for all areas of activity and monitor performance against these. Measure and analyse the effectiveness of marketing campaigns and sales initiatives to inform future decision making and successfully increase attendees and revenue.

### **Finance**

To manage work within designated marketing budget, ensuring cost efficiencies without undermining quality of services and output.

Negotiate and manage relationships with suppliers, advertisers and sponsors.

### **Staff Management**

Responsibility for line-managing the FOH Supervisor, Marketing Officer and marketing volunteers. Appraise, mentor and professional develop staff within the Marketing and FOH team.

### **Other**

To act as an advocate and ambassador for TTA consistently promoting The Brewhouse its programmes.

Carrying out any other administration tasks or organisational development work, as the Chief Executive may reasonably require, in-line with the post holder's area of expertise and responsibility.

To minimise the impact on the environment wherever possible by implementing sustainable working practice.

To attend training courses and conferences to professionally develop skills and knowledge

To work in accordance with TTA's policies and GDPR legislation.

## PERSON SPECIFICATION

ESSENTIAL	DESIRABLE
Five or more years' professional marketing and communications experience.	
Extensive knowledge and experience in the arts and cultural sector.	
A highly motivated individual, committed to the development of the Brewhouse, its values and objectives.	
Proven track record of developing and diversifying audiences within the arts and cultural sector.	
Excellent communication, literacy and copy reading skills.	Experience of developing brand guidelines.
A creative spirit with a flair for design, to produce clear design briefs and manage design processes.	Ability to imagine and create inviting, accessible and inspiring public spaces.
Proven ability to develop and implement effective marketing and communication strategies.	Experience of writing marketing strategies and business plans.
Proven ability to develop and deliver successful publicity campaigns, including project managing print production.	Experience of developing and delivering internal communications systems.
Extensive experience of utilising digital and social media to develop, manage and implement TTA's digital strategy.	Experience of producing websites and liaising with third parties.
Experience of developing effective media campaigns and relationships.	Experience of commissioning and or producing film content for web-clips etc.
Experience of capturing and analysing quantitative and qualitative data for monitoring and evaluation purposes.	Experience in market research.
People management experience and strong interpersonal skills with the ability to work collaboratively with a wide variety of people.	Proven track record of nurturing mutually beneficial working relationships with arts and non-arts organisations.
Desire to share knowledge, mentor and develop trainees and volunteers.	Experience of developing trainee/apprenticeship programmes and/or developing volunteers.
Exceptional organisational and time management skills, to keep abreast of multiple work-streams and consistently meet targets and deadlines.	
Experience of managing budgets, to maximise value from limited funds.	Experience of fundraising, developing income streams and writing funding applications.
Strong computer skills, including databases, content management and imaging software.	Knowledge of box-office soft-ware.

**REPORTS TO:** Chief Executive

**HOURS:** This is a full-time role, 40 hours per week with a requirement to work flexibly.

**REMUNERATION**

This is a paid role with an annual salary of £28,000, paid monthly in arrears. Holiday is 28 days per year including the standard Bank Holidays for England. However, the theatre is open daily including Bank Holidays when staff will be required to work with time off in lieu. The nature of this role will require a flexible working approach, evening and weekend work. The leave year is from April 1 to March 31. Staff are automatically enrolled in the NEST Pension Scheme.

**NOTICE:** The notice period will be 3 months either side.

**PRO BONO**

In keeping with the volunteer ethos of Taunton Theatre Association all employees are encouraged to donate time and/or facilitate activities beyond those contracted. This helps build rapport and good team spirit with colleagues, audiences and with the volunteers on whom the organisation depends.

**HOW TO APPLY**

Please apply completing our application form which includes provision for a short statement of how you meet the personal specification, evidenced by your previous experience.

Please send this document with a completed Equality and Diversity Monitoring form and the signed Candidate Privacy Form to: **HR@thebrewhouse.net** with **Marketing & Communication Manager** in the subject line.

**Completed forms must be received by 12.00 noon on 7 December 2018.**

**Interviews will take place on 18 December 2018.**