

# OLDHAM Coliseum THEATRE



## HEAD OF MARKETING RECRUITMENT PACK

*We are seeking a Head of Marketing as the organisation prepares for its move to a purpose built new building in 2020.*

*This is a rare and exciting opportunity to be part of the culturally led regeneration of Oldham town centre.*



INVESTORS  
IN PEOPLE

### **Context**

Oldham Coliseum Theatre is the cultural focus of our community, providing a diverse and exciting programme for everyone through the main theatre, studio and the integral learning and engagement programme.

The current Coliseum theatre building is at the end of its natural life and has a number of access restrictions and areas in much need of modernisation. In order to fulfil our aims of providing an accessible and inclusive experience for all, the Coliseum will be moving to a brand-new building in 2020.

### **New Coliseum Theatre Project**



The new £27m Oldham Coliseum Theatre will open on Union Street within the town's Cultural Quarter. It will be a nationally recognised centre of excellence for the performing arts, a dynamic space for learning and engagement and a focus for civic pride and confidence – serving audiences of c. 130,000 per annum in our first full year after opening. It will be a major driver in the economic and social regeneration of Oldham, providing a public space accessible to all. It will promote social and community cohesion, as a meeting place for the sharing of creative experiences between Oldham's diverse communities.

Oldham Council is the client for the build with the Coliseum as the end user. We are currently working closely with the project team who are managing the build. There is a strong partnership between the Project Team and the Coliseum that enables an extremely positive working relationship in the development of the project.

The new Coliseum Theatre offers a major opportunity to develop income streams and reduce reliance on public subsidy, generated from Box Office (driven by increased audience numbers) and customer services (bars and theatre hires):

Fundraising activity will also benefit from the richer programme, increased audience and from a high-profile, visually stunning venue.

### **Productions**

Our goal is to produce high class theatre that is made in Oldham for and with the people of Oldham, ensuring that the Coliseum is a focus for the cultural life of the town and that the organisation is embedded in its community.

We produce a rich mix of dramas, comedies, musicals, adaptations and modern classics, as well as a hugely popular traditional pantomime. We have a commitment to developing new plays and supporting emerging and established playwrights. The Company has developed its contribution to the national touring circuit as well as making theatre from around the country available to the North West.

The programme features a range of visiting work both on the main stage and in the studio, providing our audiences with everything from new work in its early stages to nationally renowned productions.

In addition to the main auditorium, the Coliseum has a small studio theatre. The studio programme features a variety of new writing, visiting companies, rehearsed readings and small scale youth theatre productions and is rapidly becoming a recognised destination for emerging artists.

### **Learning and Engagement**

The Coliseum's programme of learning and engagement activity reaches across Oldham and beyond. Younger people and older people alike are encouraged to embark on artistic journeys, developing and sharing creative skills.

Participatory work at the Coliseum is central to the strategy of the Company. All members of staff contribute to its delivery and it is an essential tool to promote involvement in the arts within an area of traditionally low engagement. It contributes to the position and reputation of the Coliseum and is a valuable tool for promoting audience development.

### **Organisational**

The Coliseum's Board of Trustees are responsible for the governance of the charity and overseeing the strategic direction of the Coliseum.

The Coliseum's executive team currently consists of the Chief Executive/Artistic Director and Executive Director who lead a senior management team consisting of Head of Finance, Head of Marketing & Communications, Head of Production, Head of Customer Services and Head of Learning and Engagement.

The core team of 35 members of staff are committed to the values and ethos of the Coliseum.

### **Marketing Department**

The Marketing department is made up of Head of Marketing & Communications, Communications Officer and Marketing Campaigns & Insight Officer.

The Communications Officer plays an integral role in maximising attendance and profile for all events promoted by the Coliseum Theatre, taking particular responsibility for media and press relations.

The Marketing Campaigns & Insights Officer focuses on the development and implementation of marketing campaigns to achieve sales targets and increase audience growth, engagement and loyalty.

## **HEAD OF MARKETING- Job Description**

The Head of Marketing is responsible for the strategic development and dynamic management of the Coliseum's Marketing Department.

This role is a key member of the Senior Management Team, actively contributing to the development and delivery of the vision, mission, goals and values set out in the Coliseum business plan and playing a significant role in the leadership and strategic direction of the theatre.

### **Main Duties and Responsibilities**

#### **Strategy and planning**

- Develop a four year Marketing and Communications strategy, in line with Oldham Coliseum Theatre's work;
- Play a leading role in business planning and strategy development, particularly relating to the capital development and the growth of the business;
- Be responsible for creating and implementing the marketing and sales strategy and the Audience Development plan;
- Lead the development of marketing campaigns, identifying target audiences, setting targets and agreeing marketing tools within time-scales and budgets;
- Monitor and evaluate all activity against agreed targets and amend plans accordingly.

#### **Departmental management**

- Lead a highly motivated department with flair and vision, ensuring that staff are ambitious, appropriately supported and their learning and development needs are recognised;

- Ensure that efficient systems of communication are in place, both within the department and across the theatre;
- Develop the department, ensuring staff have clear targets for their work and are informed of internal and external development updates;

### **Research**

- Lead on the analysis of quantitative and qualitative information about the Coliseum's programme of work (from in-house and external sources) to develop and implement strategy that develops and retains audiences;
- Manage the investigation of developments in the market, undertaking and commissioning appropriate research and making recommendations to the Executive and Board;
- Commission research, when necessary, to support the development of the theatre's Marketing Strategy and Audience Development plan;
- Maintain a thorough knowledge of developments in marketing and communications media, and sales systems, including social media and Customer Relationship Management (CRM) systems.

### **Maximising Sales and Philanthropy**

- Work collaboratively with the Head of Customer Services to plan and deliver joint marketing strategies that maximise the potential for commercial and ancillary sales across the organisation;
- Develop the promotion and growth of web-based sales;
- Work with the Box Office Manager on promotional schemes, especially subscription sales and strategic ticket sales developments, such as telesales and web-based offers;
- Work with the Development Manager and Box Office team to encourage and incentivise philanthropic giving at the point of sale;
- Support the fundraising function of Oldham Coliseum Theatre, including working with the Development team to develop key messages, work on campaigns and prepare content for proposals.

### **Publications and Communication**

- Work with key staff members to ensure a cohesive brand and identity for all areas of Oldham Coliseum Theatre, including media, printed and electronic communications and internal and external channels of communication;
- Be responsible for overseeing the commissioning and control of publications, taking into consideration the most meaningful channels of communication with existing and potential customers;
- Manage the design of printed and electronic publications, including an overview of copywriting, choice of imagery and management of the print process;
- Support the delivery of any new digital platforms and work in partnership with Head of Customer Services for the integration of the CRM system;
- Be responsible for the strategic development of digital technologies.

### **Public and Media Relations**

- Be responsible for raising the profile and enhancing the reputation of the Coliseum Theatre and all its activities, including commercial and participatory activities;
- Lead on media, press and PR strategies relating to Oldham Coliseum Theatre including, productions, and professional and participatory programmes and the new Oldham Coliseum on Union Street;
- Represent and promote the Coliseum on a range of local, regional and national networks;
- Play a key role in representing the theatre at Coliseum events.

### **Audience Development**

- Develop strategies and programmes to broaden the range of attenders and participants at the Coliseum Theatre, working with external agencies as appropriate;
- Ensure marketing and communications are clear, inclusive and targeted at a range of communities;

- Work with the Box Office Manager in capturing and analysing audience data;
- Work with the Learning and Engagement department on the development of target users, especially from under-represented communities.

### **Administration & Financial Management**

- Oversee the administrative systems of the Marketing department;
- Work with the Head of Finance to set the annual marketing budget; and manage, monitor and report this throughout the year to the Executive team and Board of Directors;
- Work creatively with the resources available to achieve marketing, communications and development strategies and to maximise all promotional opportunities for Oldham Coliseum Theatre;
- Take responsibility for preparing budgets and the overall financial management of the Marketing department's activities;
- Instil an understanding of and responsibility for financial awareness amongst all members of the Marketing department;
- Write reports and evaluations as necessary, including contributing to the quarterly report for the Board of Trustees, and attend meetings of the Board of Trustees.

### **Role of a Senior Manager**

The Head of Marketing is a member of the Senior Management Team of the theatre and contributes to the development and implementation of strategy at the theatre in accordance with the principles set out in the Management Framework:

- Maintain both a strategic and a fiscal overview of the organisation;

- Proactively seek innovative opportunities to develop and improve all areas of the operation;
- Have an understanding of the theatre's external environment in terms of social, technological, environmental, political and economic developments;
- Advocate for and represent the Coliseum and Oldham both internally and externally;
- Adhere to all Company policies and promote those policies and procedures across the organisation;
- Take responsibility for all areas of the organisation and facilitate effective inter-departmental working, building productive relationships across the Company;
- Maintain confidentiality within the Senior Management Team and positively communicate and support the decisions made within the team;
- Foster a culture that embraces the vision of the organisation;
- Carry out any other reasonable duties as determined by the Chief Executive & Artistic Director and the Executive Director.

## **HEAD OF MARKETING - Person Specification**

The successful candidate will bring the following:

### **EXPERIENCE**

#### **Essential**

- At least five years' experience of marketing in the arts or cultural sectors
- Experience of line managing, motivating and developing staff
- Experience of devising and implementing marketing and communications strategies
- Experience of financial management and control
- Experience of devising and managing media campaigns
- Experience of evaluating the effectiveness of marketing activity
- Experience of contributing to a long term business strategy
- Experience in managing public relations
- Experience of managing print production

#### **Desirable**

- Experience of working with a CRM system
- Experience of working in a producing theatre
- Experience of developing audiences and participants in harder to reach communities
- Experience of devising and managing a research strategy
- An understanding of the demographics of the area

### **SKILLS/KNOWLEDGE**

#### **Essential**

- A high standard of interpersonal, written and verbal communication skills
- The ability to provide inspiring and persuasive leadership to the Marketing department
- A thorough and demonstrable knowledge of the principles of marketing and its application to the theatre
- A thorough and demonstrable knowledge of a range of marketing methods
- Persuasive copywriting skills
- Administrative ability including setting up and managing effective and reliable organisational systems, writing reports and project management
- Knowledge of the marketing potential of CRM systems

- Up to date knowledge of GDPR legislation
- Ability to take a strategic overview along with focusing on effective day to day operations

## **ATTRIBUTES**

### **Essential**

- An active interest in theatre and the performing arts
- Self-motivating, ambitious and assertive
- A strategic and analytical approach
- An imaginative and creative approach to marketing and communications
- Ability to view the Company's work as a whole and prioritise accordingly
- Ability to work both on own initiative and collaboratively
- Ability to work under pressure

## Head of Marketing – Terms and Conditions

Responsible to:	Executive Director
Responsible for:	Campaigns & Insights Officer Communications Officer
Main Place of work:	Oldham Coliseum Theatre
Pension:	You will be auto-enrolled into a workplace pension scheme operated by NOW Pensions at the statutory level. Alternatively on completion of your probationary period you will be entitled to become a member of the contributory group stakeholder pension scheme. Full details regarding both schemes are available from the Head of Finance.
SSP & SMP:	Full details to be supplied on request.
Company Rules:	All Oldham Coliseum employees are required to comply with current health and safety requirements and disciplinary and grievance procedures and other policies and procedures as outlined in the company handbook.
Salary:	£33,712
Benefits:	Pension, discounted healthcare, childcare vouchers, travel loans, discounted gym membership, complimentary tickets, plus more.
Period notice:	The post will have a six month probationary period. After the probationary period the post is subject to three months' notice on either side.
Holidays:	25 days per year (September – August), plus public holidays.