



## The Kings Theatre Trust Ltd

### Job Description

<b>Job Title: Sales, Marketing &amp; Development Manager</b>	<b>Reporting to: Artistic Director</b>
<b>Name of Incumbent:</b>	<b>Signed by Employee:</b>
	<b>Date signed:</b>

#### **Purpose**

The Sales, Marketing & Development Manager, is responsible for delivering the brand, income streams, marketing and PR, audience development and digital strategies, with commercial goals that align with the artistic aims of the Trust.

You will lead on new development opportunities by creating a development strategy to expand the offering of The Kings and to inspire our audiences, to further engage with us as an ever-growing multifaceted venue.

#### **Responsibilities:**

##### **Strategic**

- Create, implement and monitor an integrated communications /marketing /development/sales strategy which brings together a strong media strategy in parallel with robust marketing and development initiatives across all platforms.
- Lead on communications, PR and advocacy.
- Liaise with all heads of department and to supply the support needed from Marketing, Sales and Development.
- Contribute to regular planning and discussion sessions with the Artistic Director to provide documentation, Marketing, Sales and Development reports and action plans as required, to contribute to effective decision making towards plans and processes.

##### **Marketing**

- Oversee the delivery of the marketing and communications strategy to maximise sales and build new audiences, developing the organisation's relationship with its audience and broadening the audience base through an integrated digital communications strategy and effective use of The Kings audience database.
- Develop a strategic marketing plan, paying close attention to how to raise the profile of The Kings Theatre and its artistic programme.
- To develop and implement innovative and creative campaigns as well as The Kings Theatres overall product portfolio, including new initiatives for audience development, engagement, and income generation.
- Ensure accurate budgets for seasonal marketing campaigns, In-House and visiting productions and events, confirming and agreeing all marketing spend.

- Discuss, develop and agree marketing activity (paid and unpaid) with producers or their marketing agency.
- Ensure appropriate monitoring and evaluation systems are in place regarding ticket sales and the effectiveness of marketing campaigns.
- Provide accurate breakdown of marketing spend and any recharges following the performance(s) in order to inform the calculation of the final settlement.
- Oversee the continued development of an effective digital communications strategy for The Kings Theatre including the website, social media, and digital advertising.
- Facilitate the continued development of the website to maximise online sales, increase interaction with audiences and to develop content to reflect the ambitions of the organisation.
- Support the Konnect team to develop their online profile including social media, highlighting PR opportunities to maximise their presence and sales.
- With the General Manager develop customer communications (including point of sale) around the theatre to enhance the customer experience and maximise customer spend.

### **Development**

- Plan, develop and implement a robust strategy that will deliver significant additional income through business sponsorship, partnerships and new areas of activity for the theatre.
- Build on The Kings Theatre being a centre of activity for Portsmouth and the wider area through new community and business links within the area.
- Work with box office to ensure understanding of income and sales capacity with associated targets.
- Develop partnerships across local businesses and organisations, engaging them with the theatre's work through effective networking, regular personalised communications and mutually beneficial initiatives.

### **Brand and Communication**

- Create a strategy to raise awareness and positioning of The Kings Theatre as a recognisable heritage venue, and a high-profile south coast theatre, with a serious commitment to providing an outstanding audience experience for all.
- Be the main brand ambassador ensuring consistency across all communication channels reflecting, representing, and amplifying The Kings Theatre vision, mission and values at all times.
- Coordinate integration of the existing Kings branding with future development of the building and its facilities.
- Feedback regularly to the Artistic Director on the outcomes of brand development projects.
- To create and deliver clear internal communications across all stakeholders including (but not limited to) the CEO, Executive Team, staff, supporters and volunteers.

### **PR and Advocacy**

- Oversee the planning and implementation of a PR strategy for each of the different functions within The Kings Theatre portfolio, built around the values, aims and objectives of The Kings.
- Enhance The Kings Theatres alignment with Portsmouth and surrounding areas, tourist attractions and partners.
- Ensure relationships are developed with the media and journalists on a local, regional and national scale.
- Support strategic relationships and partnerships across local businesses, the local community, Influencers, the media, strategic tourism partners, funders, and other arts organisations across the region.
- Support the response to key issues in the media as they arise and identify and develop opportunities for the promotion of The Kings Theatre it's artistic programme, staff and creative teams.
- Develop relationships with supporters, sponsors, partners and volunteers through regular communications, meetings and social events ensuring the delivery of benefits and developing further 'added value' where possible.

## **Audience Development**

- Oversee the creation and implementation of an audience strategy, with clear goals to include new, diverse and more representative communities.
- Develop the organisations demand led pricing strategy with Spektrix.
- Ensure the sales and campaign targets are met and deliverable outputs are circulated to the Executive Team daily.
- Set box office targets across all shows, supporting the team to achieve these.
- Build greater customer loyalty and expand the customer base via an effective CRM strategy informed by the use of data, research and customer insight, ensuring that our customer analytics provide the information we need to maximise sales.

## **Sales**

- Provide insight on previous sales and attendance to advise on pricing strategy for visiting and In-house productions. Set realistic forecasts, ambitious targets for sales and audience attendance, monitoring and reporting on these to The Executive Team.
- Report regularly on sales activity and where required suggest and deliver additional marketing activity in order to reach agreed targets.
- Develop and oversee the group sales function at The Kings by creating a group sales strategy and monitoring its application.
- Through Box Office create a customer service protocol of excellence.

## **Finance**

- Agree the annual marketing budget and be accountable to it throughout the year.
- Accurately record, mark up and recover 3<sup>rd</sup> Party costs.

## **Management**

Line manage the Marketing Team (Audience Development and Direct Marketing Officer, Content Creator Marketing Officer and PR Marketing Officer) and Senior Box Office supervisor.

- a. Agreeing objectives for the departments based on the needs of the Kings
- b. Planning, monitoring and appraising results
- c. Conducting quarterly One2One meetings with direct reports, closely monitoring and evaluating agreed aims and objectives
- d. Creating, developing control systems, policies, procedures and productivity standards communicating these to the department and Executive Team.
- e. Ensuring that the creative output is of a high standard and consistent with the Kings' ethos
- f. Expand the work of each department to encompass new markets and demographics.
- g. Monitor department spend against yearly budget.

## **Shared Responsibilities**

- Work closely with internal departments to ensure the theatre is represented within brand.
- Ensure assets and information provided by touring productions are correct and comply with the Kings Theatre specifications and brand guidelines.
- Alongside the marketing team, develop and maintain productive, reciprocal relationships with other local attractions, trader and local council initiatives.
- To ensure customer data is accurately and securely maintained within the CRM/Box Office system.
- Attend all relevant weekly team / departmental meetings, including sales and marketing / HOD meetings.
- Represent the theatre at events as required.
- Maintain an interest in developments across the performing arts industry.
- You are required to maintain an appropriate standard of confidentiality in regard to the venue and all associated businesses
- Undertake any other reasonable activity or responsibility as directed by line

management.

This list of responsibilities is not exhaustive and the employee may be required to perform operational duties in addition to the above. This job description will be reviewed on a regular basis and will, in consultation with the post holder, be adjusted as necessary in line with the developing nature of the Kings Theatre's activities.

Hours will include some evening and weekend working, the applicant must be flexible to their hours.

<b>PERSONS SPECIFICATION</b>		
Attainments	Essential	<ul style="list-style-type: none"> <li>• Marketing Degree or experience in working in a similar marketing role</li> <li>• Excellent written and verbal communication skills</li> <li>• Experience in creating/managing marketing plans</li> <li>• Understanding of print/production and of booking advertising space</li> <li>• Understanding of digital marketing channels</li> <li>• Experience of managing staff and leading a team</li> </ul>
Special Aptitudes / Knowledge	Essential	<ul style="list-style-type: none"> <li>• Good written, spoken and numeracy skills</li> <li>• Good knowledge of Microsoft Office Software</li> <li>• Understanding of Email Marketing Systems.</li> </ul>
	Desirable	<ul style="list-style-type: none"> <li>• Experience of liaising with promoters /entertainment clients</li> <li>• Experience in a box office or CRM system</li> <li>• Ability to prioritise and work on a number of projects simultaneously</li> <li>• WordPress, HTML or similar experience</li> <li>• Working knowledge of graphic design software (Adobe, Canva or similar)</li> </ul>
Interests	Desirable	<ul style="list-style-type: none"> <li>• Good knowledge of Theatre &amp; the Arts</li> </ul>
Disposition	Essential	<ul style="list-style-type: none"> <li>• Ability to confidently work and lead a team with minimal supervision</li> <li>• Friendly outgoing personality</li> <li>• Capable of working under pressure</li> <li>• Ability to use own initiative</li> <li>• Self-starter</li> <li>• Collaborative</li> </ul>