



THE GRAND THEATRE

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Deputy Head of Audiences, Marketing & Sales
Recruitment Pack

THE GRAND
THEATRE | BLACKPOOL

Job Description

Job title	Deputy Head of Audiences, Marketing & Sales
Responsible to	Head of Audiences, Marketing and Sales.
Responsible for	Sales and Customer Engagement Manager, Marketing and Sales Executives/Officers, Promotional Teams.
Department	Marketing & Sales.
External contacts	Producer/promoters, designers, marketing and PR agencies; arts and community partners; press contacts; agents, cast and creatives.
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Employment type	Full Time, Permanent.
Salary	c£25,000 to £27,000 p.a. dependent on experience, ability and potential.
Hours	40 hours per week. These hours may be varied and may include evenings, weekends and Bank Holidays as necessary to meet the demands of the business.
Holidays	22 days per annum, plus Bank Holidays.
Work location	You will be based at Blackpool Grand Theatre, with potential for occasional travel/overnight stays within the UK.
Purpose of the role	To support, and deputise as appropriate, for the Head of Audiences, Marketing and Sales in the management and leadership of the marketing and sales team, designing and delivering effective campaign activity and providing the highest quality of service, maximizing income and attendance across all areas of the business.
Our ideal candidate	An innovative marketer with experience of managing and leading teams to join our organisation at an exciting moment in its history. We are in a significant period of growth and development and this includes investment in new technologies, systems and processes supporting ticketing services, finance, administration and digital marketing activity. This is a great opportunity for a strategic self-starter to provide leadership to a high-performance team, working on pan-organisational strategic projects in close collaboration with the Head of Audiences, Marketing and Sales.



For an informal discussion contact:

Andrew Howard, Head of Audiences, Marketing & Sales andrewh@blackpoolgrand.co.uk

Closing date:

11th November 2022, 17:00hrs

Interviews:

w/c 21st November 2022

How to Apply

Download and complete an application form from www.blackpoolgrand.co.uk/recruitment and email to helenb@blackpoolgrand.co.uk with the subject title 'Deputy Head of Audiences, Marketing & Sales'.

You can also apply by post to Helen Booth, Administrator, Blackpool Grand Theatre, 33 Church Street, Blackpool, Lancashire FY1 1HT.

Tell us why you think you are suited to this role, why it interests you and how we will benefit from having you on board!

Equal Opportunities

In addition, to help us monitor our equal opportunities plan, we would be grateful if you could complete an Equal Opportunities Monitoring form. When your application is received, this form is removed and is not used during the short-listing process. Please follow the link below:

<https://www.blackpoolgrand.co.uk/app/uploads/2021/06/BGT-Equal-Opportunities-Monitoring-Form.docx>

Tell us why you think you are suited to this role, why it interests you and how we will benefit from having you on board!



Key Responsibilities

- Devise and deliver innovative, effective marketing campaigns across a broad range of shows and events, co-productions and company activities, including the application of formative research and implementation of a range of campaign methods including content marketing, press and PR; paid, print and social media and promotional activity, ensuring that planned activity delivers the best return on investment (ROI).
- Provide accurate reporting across a wide range of platforms to support departmental forecasting, revenue targets and budget development. This includes the use of sales revenue trackers, forecasts, targets, and benchmarking to inform future campaign strategy.
- Manage, monitor and evaluate the effectiveness of campaign performance, including management of expenditure against agreed budgets, reporting to stakeholders as required.
- Lead, manage and coach team members ensuring they are well briefed and supported to effectively deliver on their objectives and as members of the wider theatre team.
- Provide oversight of content marketing, website and digital platforms, playing a pro-active role in creating and commissioning digital content in support of specific campaigns and wider strategic activities to raise the profile of the organisation's work locally, regionally and nationally.
- Support and help guide the organisation's customer relationship management (CRM) strategy, implementing segmented customer communications in collaboration with the Sales & Customer Engagement Manager and relevant team members, in order to enhance the customer journey, increase revenue and promote loyalty.
- Work collaboratively to identify, implement and elevate relations with the media, industry-focused influencers (theatre/family/community), businesses and stakeholders within the region, aligning with the vision, mission and values of the organization and maximizing opportunities for cross-promotions where relevant.
- Foster and manage productive working relationships relevant external partners and suppliers (e.g. producers, marketers, outsourced PR agencies, design studio, media agencies, distribution houses, print suppliers, digital creatives, videographers and photographers)
- As directed, lead on schools, groups and tourism marketing initiatives, attending relevant meetings and working groups, feeding back new opportunities and revenue streams.



General Duties

- Liaise with other departments and peers, providing strategic marketing support and assisting in the meeting of statutory obligations (e.g. crediting, branding, ROIs).
- Proactively develop and maintain a close network of contacts with agencies, partners and suppliers.
- Support the creation and production of season brochures, mini-guides, newsletters and campaigns including asset/data collection, producer liaison and communications, distribution methods and monitoring of ROI.
- Ensure that all marketing activity is planned in close collaboration other organizational campaigns, particularly relating to brand and advocacy, ensuring that cross-promotional/added value opportunities are maximised at all times.
- Attend, and lead where appropriate, any relevant internal meetings ensuring effective two-way communication to aid planning and dissemination of information.
- Attend and represent the organization at meetings / events including (but not limited to), opening/press nights, launches, gala events, etc., some of which may take place outside of regular office hours and may on occasion involve travel and/or overnight stays.
- Integrate the messaging about the organisation's creative engagement activities, including work with children, young people and families, into marketing activity wherever appropriate.
- Provide support to the Sales & Customer Engagement Manager, when required, in the handling of sales enquiries, reservations, bookings and customer feedback, particularly during periods of enhanced activity (e.g. following the launch of a new season brochure).
- Support the Head of Audiences, Marketing & Sales in the successful implementation of new activities, processes and procedures for the benefit of the organization.
- Support the Head of Audiences, Marketing & Sales in the delivery of regular training, team appraisals and performance management.

Personal

- Act as an ambassador for Blackpool Grand Theatre, leading by example and actively promoting the vision, mission and values of the organization at all times.
- Promote and comply with current legislation and venue policies on Equality, Diversity and Inclusion, Safeguarding, GDPR, Environmental Sustainability, Health and Safety, both in the delivery of services and in interactions with others.
- Keep abreast of market trends, best practices and technology advancements, for the benefit of the organization.
- Undertake training and opportunities for continued professional development relevant to the position.
- Adopt a flexible approach to working hours to suit the needs of the business, in agreement with and as reasonably requested and the Head of Audiences, Marketing & Sales.

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.





Blackpool Grand Theatre

Blackpool Grand Theatre is a Grade II* listed Frank Matcham designed theatre which opened in 1894. The Grand is the oldest theatre in Blackpool offering a variety of excellent shows such as well-known touring musicals, drama, dance, comedy, thrillers, family entertainment and its' famous annual pantomime.

To find out more about the history of the Grand, visit [Our Story](#).

Blackpool & Surrounding Regions

Blackpool is one of the largest and most popular seaside resorts in the country. It is a town and unitary authority in the geographic and historic county of Lancashire, England, on the Irish Sea coast.

The total resident population of Blackpool is just under 140,000 (JSNA 2020). It is estimated that the resort currently attracts 17 million visitors a year.

Blackpool has a lively entertainment scene and the illuminations are the quintessential attraction. These are constantly being reinvented, currently through the Lightpool Contemporary Light Art Festival commissioning new works from national and international artists.

It is estimated that, during the summer months, there are up to 20,000 seats available in theatres, circuses, venues, hotels and pubs, focused on entertaining the visitor.

The town also has a growing arts and cultural offer available all year round for the resident, with the Grand Theatre and Grundy Art Gallery as National Portfolio Organisations, the Opera House a number one touring venue, LeftCoast as a Creative People and Places project and, due to open

in 2022, a brand new museum, ShowTown. Art B&B offers a unique artist-designed accommodation and grass roots organisations, such as Electric Sunshine, bring energy and creativity to the town.

Like many coastal towns in Britain, Blackpool suffered decline since its boom in the 60s and 70s, as foreign holidays became more accessible, along with guaranteed sunshine. However, over recent years the town has benefited from regeneration investment, including the Towns Fund, to improve both infrastructure and benefit the health, education and wellbeing of its residents

Blackpool sits on the edge of some of Britain's most beautiful countryside and vibrant cities. Small towns and villages fan out behind the town across Fylde and Wyre into rural Lancashire. The Trough of Bowland and the Lake District are under an hour's drive away, with Lancaster, Preston and Salford all within the theatre's catchment area.

The Programme

The Grand Theatre aims to offer an artistic programme that is distinct within Blackpool's busy entertainment market. It is the main playhouse for the town, presenting professional drama and dance, music, children's theatre, opera and ballet. This is supplemented by a wide-ranging programme of music and comedy one-nighters. Its current Arts Council England NPO agreement focuses on the presentation of contemporary dance, physical theatre and work with very young children.

The Grand supports the amateur sector of the region, giving opportunities to rehearse and perform to a wide selection of drama, dance, musical and operatic societies/organisations, including its own Grand Young Company.

A variety of learning and participation experiences, including workshops, classes, projects and labs, spring from the programme on the stage. Over the last five years the Creative Learning team has developed a specialism, Story-led Resilience®, which takes a social justice framework and looks at the stories on our stage through a resilience lens. The aim is to help to equip children and young people with the tools they need to handle what life throws at them. This work has been developed in partnership with Boingboing, Brighton University's Centre for Social Justice and its potential as a new income stream for the business is currently being explored.

The Grand offers local schools and colleges opportunities to see, participate and learn through theatre. It is a member of the Local Cultural Education Partnership. It is an Arts Award Centre and, for the last nine years, has been part of the Royal Shakespeare Company's Associate Schools Programme, working with all 32 schools across the town.

The theatre celebrates its heritage value through tours, talks and exhibitions and works in partnership with like-minded heritage, arts and cultural organisations as well as other third-sector partners.

During the pandemic, the Grand took its work into the virtual world, with programmes of engagement on its YouTube channel #athomewithyou, workshops and classes delivered digitally and its Christmas 2020 offering, Pantomonium!, filmed and sold as a pay-to-view download. It is anticipated that digital will continue to play an important role in the programme going forward.



Aims and Objectives

BLACKPOOL GRAND STRATEGY MAP

Blackpool Grand Theatre is a Grade II* Listed Matcham theatre which opened in 1894. It is governed by two separate charities: The Trust, which owns the building; and Arts and Entertainment (A&E), which runs it. It is supported by a third charity, the Friends of the Grand (FoG), an independent membership organisation which provides financial and voluntary support to the theatre. Together, these three bodies make up 'The Grand Family'.

Vision: Blackpool's Grand Theatre is a nationally recognised local resource committed to inspiring a life-long love of [the] theatre.

Mission: We offer opportunities to enjoy, participate and learn through theatre.

**Charitable Purposes & Aims:
ART | EDUCATION | HERITAGE**

AIM 1: for the three charities to work together to achieve greater strength, financial sustainability and increase our public benefit.

AIM 2: to offer a distinctive, rich and varied programme of quality arts and entertainment, using our artistic programme and heritage assets as tools to power participation, learning, resilience and positive experiences.

AIM 3: to grow and sustain audiences, participants and community users from Blackpool and beyond, by forging powerful partnerships, building long-lasting relationships and encouraging more and new people to benefit from the theatre's offer.

AIM 4: to invest in the maintenance, development and accessibility of our theatre building with a commitment to reducing our environmental impact.

AIM 5: to commit to continuous improvement of the skills, knowledge and diversity of our employees, volunteers and trustees.

Core (Financial) Enablers

Ticket Sales	Secondary Spend	Revenue Grants	Donations	Rent	Capital Grants
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Core (Resource) Enablers

Programming & Learning	Sales & Marketing	Technical Services	Finance, HR & Admin	FOH Services	Trustees & Volunteers	Building Services
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Control Functions

Governance: Boards & Committees

Lease	Policies & Procedures	Audit
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Values: Trustworthy | Respectful | Professional | Open & Honest | Welcoming & Helpful



Looking Ahead

Gaining Arts Council England NPO status in 2012 was a first step towards the Grand being recognised for its potential to play a wider role in the artistic life of Blackpool. Over subsequent funding rounds, it has persuaded ACE to increase its investment by a total of 37%. It is our ambition to do so again in the next bid, 2022.

The Grand sees itself as a local resource: dedicated to using the stories on its stage to generate opportunities for people from all parts of our community to learn, share, participate and grow. In 2012 our Creative Learning Department consisted of one part-time role; today, we have 2.5 FTE and a wide pool of freelance artists, practitioners, and educationalists working with us. This work is moving from the outer edges of what we do and who we are to becoming a central pillar of our creative offer. Growth has been made possible by more than £500k investment from various local and national trusts and foundations over the last four years.

And our ambitions stretch far beyond Blackpool. In 2019, we were commissioned by the Children's Theatre Partnership to create the participation and learning materials for three tours: Holes, Animal Farm and An Unexpected Twist. Our job was to take our unique Story-led Resilience® and share the practise with four theatres (Canterbury Marlowe, Coventry Belgrade, Newcastle and Norwich Theatres Royal) in a three-year training programme, whilst creating a complete set of teaching and participation resources to be shared, free of charge, with all the theatres

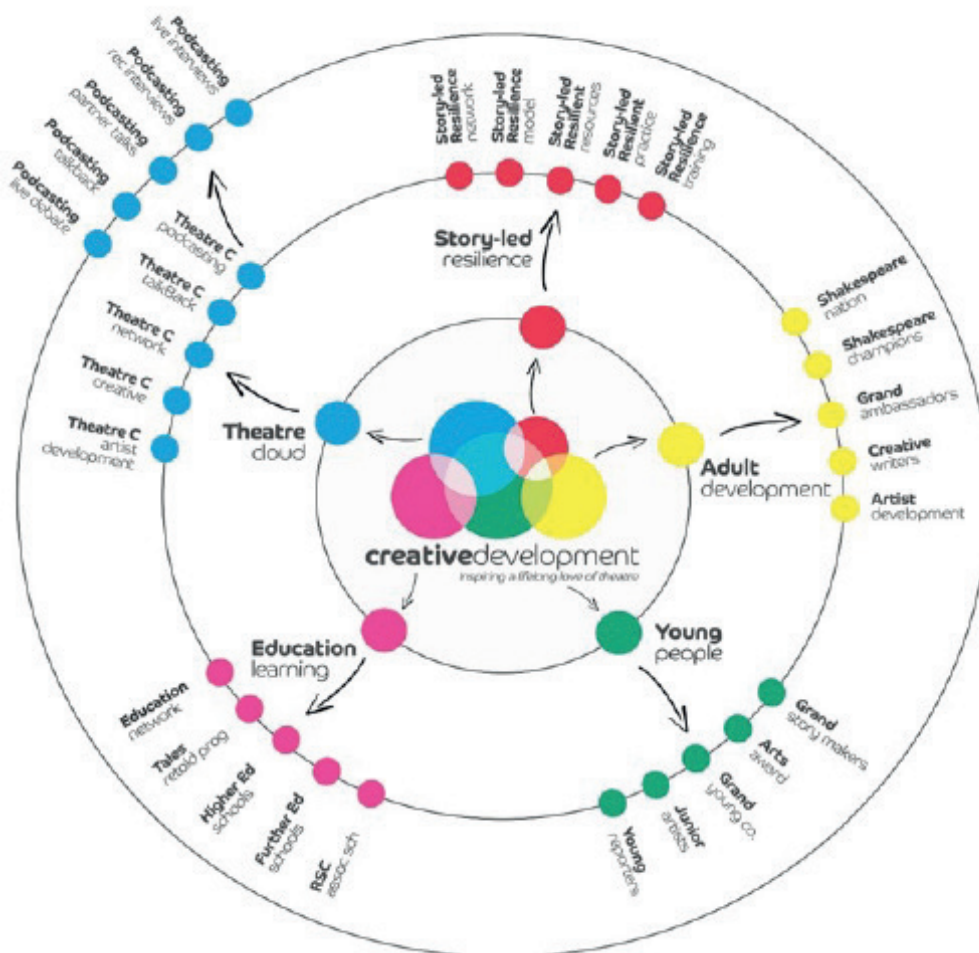
on each of the tours. Nevertheless, even during closure, we have been commissioned by both the Royal Opera House and Royal Shakespeare Company to share the practise in on-line workshop programmes for teachers and practitioners from across the UK. We are currently working with Edge Hill University's Department for Innovation to explore ways to expand and monetise this strand of our work.

Consumer Snapshot

- Present approximately 350-400 performances a year
- 130-160,000 tickets sold (28,000 bookers annually)
- Sales 48% Web sales, 39% Counter, 13% Phone
- Dormitory Dependable 21.8%, (17% 40min DT)
- Trips & Treats 20.4% (20% 40min DT)
- 55.8% ticket income from local FY postcode
- 35.6% Male, 64.4% Female bookers
- 45-54yrs 19.3%, 55-64yrs 32.1%, 65+ 36.4%
- 51.9% first time bookers
- NET Promoter Score 79
- Average Price Paid £20.04
- Ticket Types 66.9% Adults, 43.1% Concessions

Creative Learning

The pictogram, below, describes how all our creative learning initiatives fit within the artistic and audience development aims of the business:



Some examples of current two and three-year funded projects that we are delivering:

Tales Retold

In partnership with Blackpool English Hub working with 12 schools. It aims to achieve positive outcomes for children in oracy, resilience and creativity. Its main funder is the Goldsmiths' Charitable Trust with additional support from Blackpool Council's Opportunity Area and School Improvement Board. The project started in June 2021 and culminates in June 2024 with the first Blackpool Schools Story-Telling Festival.

Resilient Story-Maker

In partnership with the voluntary youth sector, including young carers, we work with up to 100 young people in their informal community settings and over zoom. They are building creative skills as well as defining and applying particular choices/moves to build their personal resilience.

Its main funder is the Esmée Fairbairn Foundation.

The project started in 2020 and converted to digital delivery. It ends in 2023 with a young person-led series of events where they will share work, be co-commissioners and provide peer-led creative resilient resources.

Illuminate Holiday Programme

In partnership with Blackpool Social Services' Looked After Children's Team, we are working with children and young people in care during the holidays on a Light and Sound project that aims to give them a voice and shine a light on their experiences. This project will be working with LightWorks (Blackpool's Illuminations team). The project started 2019 and was paused in 2020, and it recommenced in October 2021.

Person Specification

While we are looking for someone who can demonstrate they have the vast majority of these skills and experience, some are marked essential (E) and others desirable (D), and we recognise that some candidates if appointed may need support in one or two areas.

Essential	Desirable
Degree or equivalent (preferable Marketing / Business Studies)	BSc/BA in Computer Science, Statistics, Data Management, or a related field
High level of knowledge in Microsoft Excel	Qualification, or High level of knowledge - SQL
Advanced skill of a ticketing system	Advanced skill of Spektrix ticketing system
Advanced skill of a CRM system	Use of Audience Finder / ShowStats (AMA)
Advanced skill of customer data platform	Use of Activity Stream and/or CrowdEngage
Advanced skill of email platform	Use of Dotdigital (email)
A proven track record of creating and implementing successful marketing and sales campaigns, including all elements of the marketing mix	Creating and implementing successful marketing and sales campaigns for major cultural activities/shows
Proven ability to lead a team to achieve outstanding results, and comms with external suppliers	Leading a team of 10+
Ability to juggle a substantial portfolio of simultaneous campaigns. A methodical approach to problem-solving	Excellent project/event management skills
Commercial acumen, understand the role and importance of budget management in marketing (ROIs)	Experience of media planning with substantial budgets, across print, outdoor and digital. Knowledge of media landscape in Lancashire area
Excellent copywriting and editing skills (use with varying demographics), including the effective use of appropriate style and tone in a range of contexts. SEO knowledge	Strong (business) understanding of social media; analytics, events, pixels, ads management (YouTube/Instagram Live, TikToks Stories('go-live') etc.
An ability to build relationships and communicate effectively at all levels, internally and externally	Understanding of podcasting (targeting, content etc.), video editing, influencer engagement, industry awareness
Commercial data analysis and reporting experience	A passion for culture (theatre, museums, galleries etc.)
A creative instinct, both in developing campaigns and in constantly evaluating how we work in order to improve processes	Exhibition and event planning (booking, co-ordination, logistics)
Experience of briefing print and digital projects to designers and developers	Adobe Creative Suite experience (Photoshop, InDesign etc.)
Experience of creating and sourcing original digital content	Clean driving licence
Customer interaction and sales experience. Competent in upselling and understanding a customer's needs	
Experience of using social media creatively as a tool for driving sales, engaging audiences, and delivering excellent customer service.	
Can work under pressure, meet deadlines, prioritise tasks (importance Vs urgency). Work with a high degree of accuracy.	
Can to delegate and manage responsibility.	

Blackpool Grand is committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships. If this pack is required in a different format, email admin@blackpoolgrand.co.uk