



Business and Marketing Director

Job Description and Person Specification

December 2014

*Riding Lights
Friargate Theatre
Lower Friargate
YORK
YO1 9SL
01904 655317
www.ridinglights.org*

Riding Lights Theatre Company is a long established independent professional touring theatre company with a christian heart, based at Friargate Theatre in York. The company was originally formed in 1977 by Paul Burbridge, Murray Watts and Nigel Forde with close links to the outreach of St. Michael-le-Belfrey church and the ministry of Canon David Watson.

Riding Lights is unique. No other christian theatre company has thrived for so long and reached so many people - and continues to do so. Over 37 years Riding Lights has produced well over 10,000 performances in diverse locations taking its own unique brand of life-changing, good-news theatre to communities throughout the UK, Europe and the US. With a reputation for high-quality theatre, Riding Lights is widely respected at the forefront of its field.

Riding Lights Theatre Company is an artistic community drawn together around a common vision - to explore all aspects of life through theatre created from a broad christian perspective. The company's work is shaped and informed by christian faith and values which are shared by many of those who work for it. This ethos also finds expression in prayer and worship both informally and formally, within the week to week life of the company.

Staff of the company, whether administrative or performing, need, at the very least, to be in sympathy with what lies at the core of Riding Lights. Its work is directed and evaluated in a way that acknowledges the reality of christian faith within the company, for the majority of its nationwide group of supporting Members and for some of the organisations who help to promote our work across the country.

The post-holder of **Business and Marketing Director** will be a leader in promoting the ethos and work of Riding Lights, both within the staff team at Friargate Theatre and to the general public. This person will be a significant representative for the company in all the networks in which Riding Lights operates, both secular and religious. They will negotiate on behalf of the company, whether the project is a co-production with a major regional theatre or providing theatre performance within the context of christian worship.

The christian focus which Riding Lights maintains provides a hub for a wide range of theatre-related activities. Far from being a limitation on the content of our work, it is the springboard for the broadest and most inclusive engagement with the whole spectrum of human endeavour; it provides a basis from which to tackle any subject. From its earliest days, the company has always had a strong vein of comedy and sharp satire running throughout its work.

The value of the theatre we produce can be assessed in various ways:

- It seeks to build a strong awareness of community through shared experiences of life and entertainment.
- It is staged to serve the needs of theatres, schools, prisons and local groups - often in places where performance is rare.
- It is a creative response to the hopes and fears of our audiences as we commission new plays and re-interpret the classics or any play which gives us wisdom and insight into the human condition.
- It seeks to be a forum for social conscience, addressing any issue where justice, peace or the well-being of one person might be threatened by the actions of another.
- It tries to develop the talents of others through workshops and training in aspects of theatre craft.

There is no hidden agenda behind Riding Lights. Our aim is to allow the public process of engaging in theatre to open 'windows' through which anyone might gain a little more light on the journey which we believe God walks with us.



Artistic Director

JOB DESCRIPTION: BUSINESS AND MARKETING DIRECTOR

Job Title:	Business and Marketing Director
Responsible to:	Artistic Director and Board
Purpose of job:	Responsible for the smooth operational running and marketing of the theatre company and day to day business management.
Responsible for:	Operations Manager, Marketing Assistant, Touring Theatre Manager, Box Office and Administrative assistant, Finance Administrator.
Probationary Period:	6 months

Riding Lights is an artistic community drawn together around a common vision – to explore all aspects of life through theatre created from a broad christian perspective.

The charitable objects of the company include working 'within schools, the christian church and other parts of the community to spread the christian gospel principally through the dramatic arts. As a senior leader within the organisation the postholder will need to share its christian ethos and values and participate fully in the spiritual life of the company and, as a key public representative for Riding Lights, be able to articulate these objectives from personal understanding.

KEY RESPONSIBILITIES

To work with the Artistic Director and the Board to:

- Ensure the smooth, effective running of the company.
- Ensure that a christian ethos is evident in and permeates all areas of the company's work.
- Share in the leadership and development of the spiritual life of the company.
- With the Artistic Director, represent and lead Riding Lights in promoting and maintaining the strategic interests of the company in its relationships with supporting Members and other funders and organisations.
- Ensure that Riding Lights is publicised, marketed and networked to as wide an audience as possible, as creatively as possible
- To be a public face of Riding Lights together with the Artistic Director and to attend external meetings and introduce events as necessary.
- Oversee and ensure the effective, responsible and solvent financial management of Riding Lights including the creation and implementation of business plans, the presentation of comprehensive management accounts and financial reporting and fulfilment of statutory requirements.
- Develop and implement a business plan which is sustainable and which will preserve and enhance the company's reputation.
- Administer the company as a Charity and company limited by guarantee.
- Lead and develop all staff, artists and volunteers to enable productive collaboration, team building, high levels of performance and individual development, maintaining excellent team morale.

MARKETING, COMMUNICATIONS AND DEVELOPMENT

- Oversee all aspects of the public face of the company and the proper promotion of its activities.
- Develop marketing strategies for all streams of Riding Lights work.
- Develop a strategy for dynamic engagement with the Riding Lights community of Members.
- Liaise with the Associate Director: Design with regard to all the Company's branding.
- Maintain and develop the Company's digital profile.
- Develop and maintain good working relationships with other theatres, production companies and collaborative artists, press and industry professionals and contractors.
- Develop national and local partnerships for Riding Lights and Friargate Theatre.
- Maintain and develop the Membership scheme.

GENERAL MANAGEMENT

- Liaise with the Company Secretary to oversee all legal and statutory requirements.
- Attend Board meetings, ensure distribution of minutes and board papers.
- Manage all legal matters within the organisation.
- Prepare and implement a range of operational and management policies including health and safety, equal opportunities and child protection.

FINANCIAL MANAGEMENT

- Manage the overall running costs of Riding Lights and Friargate Theatre.
- Ensure that rigorous systems, policies and procedures are maintained.
- Oversee the setting and management of production and annual budgets and the keeping of the company's books
- Approve purchases and payments.
- Ensure timely and relevant financial reports for the Board.
- Ensure the payment and reclaiming of all taxes and charges.
- Support the Associate Director: Development with funding applications and budgets.
- Ensure that the company's annual accounts are prepared in a timely manner for submission to Companies House and the Charity Commission.

ARTISTIC & PRODUCTION

- Support the Artistic Director in programming for the theatre company and Friargate Theatre.
- Act as producer for all Riding Lights productions and co-productions.
- Work with the Associate Director: Development on funding applications.
- Work creatively to find outlets and collaborations for Riding Lights productions.
- Manage the hire contracts from outside companies for the use of Friargate Theatre.
- Oversee all plans for touring work.

STRATEGIC & BUSINESS PLANNING

- Support and work closely with the Artistic Director in relation to all projects undertaken by the company.
- Develop, implement and refresh the company's Business Plan.
- Develop business models that provide for the future sustainability of the company.
- Maximise opportunities to raise additional income.
- Identify significant risk to the company.

VEHICLES, BUILDINGS & OPERATIONS

- Oversee proper management of Friargate Theatre and the Elvington store.
- Ensure that the Entertainments Licence for Friargate Theatre is upheld, maintaining a good relationship with the local licensing authority.

HUMAN RESOURCES

- Ensure good HR practice throughout the company.
- Keep abreast of changes to employment law and best practice.
- Maintain, review and create job descriptions for all roles within the company.
- Issue and/or advise on suitable offer letters, statements of employment, volunteer and freelance agreements and contracts.
- Manage the company's disciplinary and grievance procedures.
- Ensure appropriate pastoral care of staff.

PERSON SPECIFICATION

Experience

Essential

- At least five years experience of Marketing with Arts Administration and/or Theatre Management with sound knowledge of the day-to-day running and administration of a theatre company
- Experience of operating in a christian context and/or with christian partners
- Experience of dealing with contracts and negotiations
- Experience of financial management and budget control
- Experience of building management and services
- Experience of working in national partnership
- Experience of leading a team and personnel development
- Experience of fundraising

Desirable

- Experience of leading formal and informal christian worship
- Full clean driving licence
- Enjoyment of interaction and discussion
- Creativity

TERMS OF EMPLOYMENT

Salary

Negotiable depending on experience, not less than £32,000 pa.

Holiday Entitlement

20 days per annum, rising to 25 days after one year of continuous service, excluding Bank Holidays.

Hours

40 hours per week. Office hours are 9.30am to 5.30pm Monday to Friday, however occasional evening work and at weekends will be required. There are no overtime payments but TOIL is negotiable with your line manager.

Pension

Riding Lights will pay a matching contribution of up to 5% of your salary into your pension scheme after a period of 6 months employment. (Pension entitlements will change as per changes in legislation, but will be no less favourable than this).

APPLICATIONS

Applications, which should include a CV, should be made on paper and sent to Paul Burbridge, Artistic Director, Riding Lights, Friargate Theatre, York, YO1 9SL to be received by Monday 19 January 2015.

Those selected for interview will be asked to attend an interview in York at a date and time to be arranged. Travel expenses within the UK will be paid by the Company.

If possible, an appointment will be made soon after interviews have taken place and the person selected will join the Company as soon as possible in 2015 on a date to be agreed. If it is not possible to make an appointment then the job will be re-advertised.