



JOB DESCRIPTION MARKETING DIRECTOR

REPORTING TO :	Executive Director
DIRECT REPORTS:	Marketing Manager Box Office Manager Press Officer Distribution Manager
RESPONSIBLE FOR:	Marketing team Box Office team PR consultancy & other external consultants Graphic Designer Box Office team In house distribution company

MAIN DUTIES AND RESPONSIBILITIES:

Bristol Old Vic is looking for a strategic communicator who can deploy healthy budgets to deliver ambitious targets.

The successful candidate will take overall responsibility for the organisation's strategic marketing and communications at home and on tour regionally, nationally and internationally.

Your primary objective will be the generation of £1.5 m earned income per annum through ticket sales, whilst nurturing existing audiences and generating new attendees from the widest possible communities, fulfilling the organisation's ambition to "belong to the whole city".

Bristol Old Vic programmes in five distinct stages, in response to the artists who most inspire us:

DREAM IT, COST IT, RESOURCE IT, SCHEDULE IT, DELIVER IT

Your assessment of the forecast box office performance and the audience potential of each idea are vital to this process, and you will be expected to be a confident voice at programming discussions.

In addition, with the growing demand for the organisation's work on tour both nationally and internationally, you will have a real opportunity to develop the brand of Bristol Old Vic, helping to re-establish the organisation as a major player on a global stage.

You will collaborate closely with the Communications Consultant for Bristol Old Vic's final phase of capital development, the Anniversary Works, ensuring a coherent message across all activity and stakeholders.

SENIOR MANAGEMENT TEAM

The Marketing Director plays an active role in the Senior Management Team, attending the regular weekly meetings as a matter of priority, and other ad hoc meetings when necessary.

The Senior Management Team is responsible for the articulation and review of the organisation's strategic objectives, as laid out in "Creative Prospects"¹, the organisation's business plan. Each Director is asked to make a contribution to the full breadth of these objectives, albeit from their point of particular expertise.

Each Director is also expected occasionally to initiate and chair discussions at Senior Management meetings on subjects of strategic significance to the organisation.

Each Senior Manager reports to the board, via the Executive Director, attending meetings and providing regular written and verbal reports on achievements against the business plan, as well as presenting on particular specialist topics when requested.

¹ A copy of this document will be made available to short listed candidates

SALES

To set, monitor and aim to achieve box office income targets, maintaining a regular analysis of weekly income, adjusting marketing strategies accordingly and advising the Executive Director of any risks to the forecast performance.

To author and lead an Audience Development Plan for Bristol Old Vic, building on the foundations laid over the past four years, articulating and delivering the organisation's promise to offer something to every Bristolian.

To establish and lead the strategy for marketing all aspects of Bristol Old Vic's programme, such that it reflects the values of the organisation, the creative aesthetic of the work at hand and the key selling points for each show.

To sign off master copy and imagery for all productions in consultation with the Artistic Director and Executive Director.

To establish and manage a pricing strategy that both maximises income and protects access.

To agree the annual core-marketing budget with Executive Director and Finance Director and to take overall responsibility for tracking and reporting expenditure, delegated as appropriate within the Marketing Team.

To make Bristol Old Vic an industry leader in the use of digital technology to generate sales and profile.

To lead the investigation and development of new sales mechanisms, in particular Mobile Ticketing.

BOX OFFICE

To regularly review Box Office systems (currently Spektrix) and policies ensuring best practice and exemplary customer service, whilst maximising sales and providing for the reporting and analysis needs of the organisation.

To develop box office as an income generator through the provision of ticketing services to external organisations.

PRESS AND COMMUNICATIONS

To liaise with the Artistic/Executive Directors and our external agency Borkowski.do regarding the design of a public relations strategy for the organisation, considering the creative programme, the capital development, the medium and long-term ambitions of the theatre, our leading role within the identity of the city, and our profile as an arts organisation of national and international significance.

To manage the press function of the organisation in the delivery of this strategy.

To manage effective internal communications.

To protect Bristol Old Vic's brand, ensuring company wide adherence to brand identity guidelines.

To collaborate with colleagues responsible for Commercial and Front-of-House operations on customer-facing aspects of the organisation.

LINE MANAGEMENT

The current team comprises:

Marketing Manager
Marketing Officer
Group Sales Co-ordinator
Graphic Designer
Marketing Assistant (part time)
Press Officer (part time)
External PR consultancy (Borkowski.do)
Box Office Manager
Box Office Deputy Manager
Box Office casuals x 13
Distribution Manager*

NB: The Marketing Director vacancy is currently being covered on a part time basis by a consultant. The Marketing Manager position is currently vacant, with responsibilities being covered by an outside agency and an element of acting up from the Marketing Officer and Box Office Manager. It is unlikely

that we will make an appointment to this role until a Marketing Director has been appointed and consulted.

*The Distribution Manager runs a “business within the business” delivering distribution services across the wider city region for a number of cultural organisations. The business operates from 1 small van, and employs a large “street team” on a casual basis. The business currently turns a small profit whilst also saving us out of house distribution costs for our own print.

PERSON SPECIFICATION

- Proven high-calibre marketing expertise in the entertainment Industry with a track record of success.
- Strategic and creative thinking with experience of driving successful company change.
- Up-to-date experience knowledge of sales and data-analysis techniques relevant to the performing arts context.
- An ability to understand and work with a major arts organisation and an awareness of the major issues facing Bristol Old Vic.
- Experience at a senior level of ticketing, sales and Box Office related activities.
- A high level of self-motivation and the ability to meet demanding targets within tight deadlines.
- Experience of leading and managing staff at a senior level, with the ability to create an open and positive atmosphere in which people can give their best and where success is recognised and poor performance addressed constructively.
- Excellent communication skills.
- Numerical confidence, with experience of effective large budget management.
- An understanding of equal opportunity and cultural diversity issues in the delivery of our services.



Terms & Conditions

Terms: This is a permanent position

Salary: circa £45,000 per annum dependent upon experience

Hours: Although based on 35 hours per week the post holder will be expected to work some evenings / weekends if necessary to fulfil the role.

Holiday/Leave: 5.6 weeks pro rata initially, rising to 6.6 weeks after one years' service.

Notice period: Following the end of the six month probationary period, 3 months on each side.
Prior to successful completion of the probationary period, 1 week on each side.