Job Title: Director of Audiences & Media
Department: Audiences & Media Team
Location: Birmingham
Line Management for: Head of Strategic Comms, Head of Fundraising, Theatre Sales Manager, Marketing Manager
Reports to: Executive Director
Salary: Commensurate with experience
Probation period: 6 months
Holiday entitlement: 25 days + public holidays

Background
Established in 1913, The REP has an unparalleled history as a pioneering repertory theatre. The forerunner and model for the RSC and the early National Theatre, it has been the home and launching place for some of the most exciting talent in UK theatre both past and present. Today it is a producing powerhouse with three auditoria - The House, 820 seats; The Studio, 300 seats; The Door, 150 seats - as well as extensive on-site production facilities.

Under the new Artistic and Executive leadership of Sean Foley and Rachael Thomas the theatre is at a time of significant renewal, with the vision of being a national and international centre for artistically ambitious popular theatre in all its forms: comedies, dramas, musicals, dance-theatre and family shows. Revivals, new work and commissions will play in all three theatres.

Many of its productions already go on to enjoy future life through commercial transfers and national/international tours and this aspect of the theatre’s work will increase. The artistic programme also encompasses a flagship artist development programme, one of the largest schools’ engagement programmes of any theatre in the UK and a range of other creative learning projects.

In 2021 the theatre celebrates its 50th anniversary in its iconic building on Centenary Square, and in 2022 the city will host the Commonwealth Games, both landmark events for the theatre and city and offering unparalleled opportunities for The REP to develop its profile through celebratory programmes of work.

These are exciting times for The REP and the city of Birmingham. The UK’s ‘second city’ is the youngest city in Europe, and the most multicultural city in the UK. It is a city full of dynamism and energy, and currently undergoing its own renaissance as one of the fastest growing cities in the country.
Part of the REP’s mission is to ensure that its programme is truly representative of the city it serves, and we aim to imaginatively engage with the people of Birmingham and the wider world to create productions that fill our theatres with its people. In every endeavour, we promote inclusivity, diversity, and equality.

**Purpose of Post**
This is a new senior role focused on growing The REP’s profile and impact as a cultural brand locally, nationally and internationally. The successful candidate will lead on developing marketing, sales and communications strategies that successfully re-position The REP in the sector and in relation to its audiences and stakeholders and crucially helping the company to successfully navigate through the current COVID 19 pandemic and become a stronger brand and presence in the city and beyond as a result.

The post-holder will be a highly skilled marketing professional with the ability to develop the next chapter of The REP’s brand narrative. They will demonstrate senior level experience combining creativity, commercial acumen, analytical skills and insight gained across roles in theatre and/or the cultural sector.

They will be motivated to understand the richness, diversity and complexity of our audience and their motivations and aspirations in relation to The REP. They will want to get to know Birmingham first-hand and its people as an essential starting point in connecting them with the work of The REP. They will be a passionate advocate of theatre being for everyone regardless of background and means and strive to ensure that The REP’s audience is truly representative of the whole of Birmingham in all its rich diversity.

**Main duties & responsibilities**

**Strategic & Commercial Leadership**
- Provide strategic leadership across marketing, sales, comms and development functions, developing creative and commercially focused strategies that support delivery of organisational vision and achievement of financial and audience targets
- Contribute market-led insights to the development of the artistic programme and other projects - from the perspective of brand, audiences, income targets, etc.
- Play a key role in organisational business planning and helping to shape the long-term vision for The REP
- Horizon scanning - keeping abreast of professional practice and industry developments to inform the work of The REP

**Brand Development**
- Lead the development of a re-invigorated brand narrative for The REP
- Lead a re-branding exercise to support the re-positioning of the organisation under the new leadership team and once established maintain and refresh the brand as necessary
- Lead the creation of compelling and distinctive brand messaging and visual branding, with comprehensive brand guidelines
• Act as The REP’s ‘brand guardian’ – maintaining brand integrity across all touchpoints and engagements, internally and externally, championing the highest standards of execution and consistency

Marketing & Communications
• Lead the development of creative copy and artwork for all REP productions
• Lead the development, implementation and evaluation of marketing, sales and comms campaigns for all activities across the business
• Establish content strategy in relation to all marketing and comms and ensure consistent alignment with brand narrative
• Contribute to the development of a cross-departmental digital strategy that positions The REP as a digital innovator
• Oversee the creation of all marketing collateral and ensure high standards of creativity, quality and accessibility are maintained across all types
• Lead the development of an integrated comms strategy that combines external and internal comms in conjunction with the Head of Strategic Comms – encompassing advocacy and stakeholder management, press and PR, staff and trustees

Audience Development
• Develop in-depth understanding and experience of the actual and potential audience, engaging with their likes, dislikes, motivations and aspirations in relation to The REP
• Develop an imaginative and expansive audience development strategy to underpin continual growth and diversification of The REP’s audience and in particular to address the under-representation of specific communities in its audience demographic
• Develop The REP’s practice in relation to the development of disabled audiences, building upon the continuing legacy of the Ramps on the Moon initiative
• Collect, analyse and disseminate intel about The REP’s audience drawn from data, analytics, surveys, focus groups, etc.
• Develop a network of ambassadors across the city who can effectively advocate for The REP and support development of audiences in areas of low representation

Sales & Ticketing
• Establish overarching sales strategy to maximise income generation and set ticket prices, yield and sales targets for all productions
• Develop, implement and evaluate innovative and structured ways to utilise spare ticket capacity for targeted audience development purposes
• Ensure ticketing software is fit for purpose and functionality supports the development of the sales and fundraising functions
• Drive a culture of data-driven decision making across the department and wider organisation
Development
- Oversee the development and implementation of fundraising strategy with the Head of Fundraising
- Provide leadership for development as an integral part of the department
- Lead the development of marketing and comms to support achievement of fundraising targets

Networking & Advocacy
- Act as a true ambassador both internally and externally for The REP - with media, influencers, stakeholders, peers, sector, artists, staff, etc.
- Demonstrate commercial and creative thinking when representing the REP on boards/governance committees of relevant cultural and educational organisations/institutions
- Deputise for the Exec where required at stakeholder engagement events

Other
- Lead and line manage the work of the Audiences & Media Team, with responsibility for recruitment, appraisals, continuing professional development, etc.
- Develop a culture of high performance, innovation and continuous improvement in the team, putting in place plans, targets and KPIs to measure success
- Contribute to organisational development initiatives including staff and SMT away-days and all staff training sessions
- Support and promote The REP’s work in fostering a culture of inclusivity and diversity internally and externally
- Contribute to delivery of The REP’s artist development scheme by supporting artists to develop their knowledge of marketing
- Uphold The REP’s values in all aspects of your work
- Undertake any other duties as may be reasonably required of the post
Person Specification

Essential

Skills & Knowledge

- Excellent leadership skills – ability to lead a highly target-driven, sales-oriented team
- In depth knowledge of income generation, pricing and target setting within a cultural ticket sales environment underpinned by significant practice
- Extensive knowledge of brand development and management
- Extensive sector specific knowledge across marketing, sales, comms and development
- Ability to develop highly original marketing collateral, with strong creative judgement and a great eye for design
- Research, analysis and evaluation skills with practised expertise in predicting consumer behaviour
- Extensive knowledge of audience development strategies and techniques, especially in relation to under-represented communities
- Strong commercial acumen, financial management and budgetary skills
- Proven and persuasive communication and interpersonal skills – written and verbal
- Excellent report writing skills for strategic documents including business plans, strategies and reports, with high levels of accuracy and attention to detail
- Excellent knowledge of CRM systems and ability to use data extensively and intelligently for marketing and fundraising purposes
- Excellent digital skills and knowledge with strong awareness of digital trends; especially confident and current in digital opportunities
- Significant knowledge of theatre and UK theatre industry

Experience

- Extensive experience of strategic leadership in a relevant role – or preferably roles - in theatre or a cultural environment
- Development of strategies, plans and KPIs for a large and complex organisation combining charitable and commercial activities
- Proven experience of increasing audiences and revenues
- Demonstrable experience of diversifying audiences and increasing reach through sustained and innovative audience development work
- Extensive experience of devising and delivering cross-platform and multi-channel marketing campaigns over a variety of products and projects and at different budget levels
- Extensive experience working with metrics - financial/non-financial - and with practised techniques to underpin monitoring and tracking of performance, forecasting, etc.
- Proven experience of effective brand re-positioning and brand development
- Proven experience of developing effective and original marketing collateral with strong design appeal that delivers commercial outcomes
• Development of a high performing team with a strong focus on sales and targets
• Implementing and managing change

Education & Training

• Degree level or equivalent education
• Suitable marketing / sales / PR qualification
• Evidence of continued professional development

Personal Attributes

• Highly organised and results-focused communicator - commercially driven with a hands-on approach
• Professional attitude with mature authority and credibility and the ability to work with a wide diversity of contacts
• Highly numerate, financially astute and analytical
• Appreciation of design and understanding of the role great design can play in brand, sales, etc.
• Inspiring leader who is able to motivate and enthuse a team to deliver to the highest standards
• Creative, curious and innovative thinker able to transform ideas into actionable results
• Engaged culturally with wide-ranging tastes and active interest in the role of arts in society and the benefits of the charity sector
• Confident in embracing organisational change and leading/cascading change in their own team
• Commitment to engaging positively and directly with the city of Birmingham and its people
• Commitment to furthering diversity, inclusion and representation practice in all aspects of the job in a way that is tangible and measurable

Desirable

• Knowledge of international theatre industry
• Experience of marketing significant anniversary or other celebratory programmes of work
• Experience of working at management level in a producing theatre

Applications to include CV, covering letter explaining why you are the right person for this role and salary expectations to be submitted by 2nd November 2020 via email to julia.layland@birmingham-rep.co.uk