



POST TITLE: Sales, Marketing and Audience Development Director
(Theatre/Culture)

GRADE: K

SERVICE: HR, Customer Service and Culture

CRITERIA	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
<p>EXPERIENCE</p>	<p>Minimum of 5 years experience in a commercial theatre marketing environment in a similar post.</p> <p>Experience of working with fundraising and sponsorship objectives</p> <p>A clear understanding of Audience Finder and its use in strategically developing audiences</p> <p>Working in a commercial context where the application of KPI's and monitoring is paramount to success</p> <p>An evident track record in creating and delivering a successful marketing strategy in a regional theatre environment that has lead to consistent long term sales increases</p> <p>A track record in creative and out of the box thinking when developing campaigns</p> <p>Experience of advocacy and stakeholder campaigns, particularly during a capital campaign</p> <p>Experience of using a computerised box office system at campaign level</p>	<p>Experience SRO or similar Ticketing System</p> <p>Experience of working in a producing theatre</p> <p>Experience of working with Commercial Producers</p> <p>An understanding of cultural mapping</p>	<p>Application form and interview</p>

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QUALIFICATIONS/ TRAINING	Degree level or equivalent	Clare Leadership Programmes (e.g. Short Course, Fellowship)	Application form, copy of certificate(s) and interview
KNOWLEDGE	<p>Ability to understand detailed financial information, including how to read financial and management accounts</p> <p>A thorough understanding of the opportunities and challenges currently facing cultural and tourist organisations, not limited to theatres</p> <p>Knowledge of current trends and practices in audience development, audience insights and arts marketing including Audience Finder Segmentations and their use</p> <p>Knowledge and understanding of diversity in arts engagement</p> <p>Knowledge and understanding of digital opportunities in arts engagement, exploiting these and implementing relevant activities</p> <p>Knowledge and understanding of fundraising in the cultural sector</p>	Knowledge of culture and its use for regeneration	Application form and interview
PRACTICAL & INTELLECTUAL SKILLS	<p>A commitment to reducing cash in a sales environment and increasing digital in a marketing environment.</p> <p>High level use of a CRM system.</p>	<p>Creation/origination of campaigns for productions that are produced in-house.</p> <p>High Level understanding and practical use of the SRO system</p>	Application form and interview
DISPOSITION/ ATTITUDE	<p>A team player</p> <p>Authentic Leadership</p> <p>An attention to detail</p> <p>A commitment to culture and tourism in their widest forms</p>		Application form and interview

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SPECIAL REQUIREMENTS	Ability to work evenings and weekends when required		Application form and interview