



JOB DESCRIPTION

JOB TITLE: Director of Audiences & Visitor Experience

HOURS: 40 hours per week

SALARY: £55,000 per annum

ACCOUNTABLE TO: Executive Director and Artistic Director (joint CEO)

RESPONSIBLE TO: Executive Director

RESPONSIBLE FOR: Head of Marketing, Head of Commercial, Hospitality & Events, Box Office & Membership Manager, Visitor Experience Manager, and CRM & Audience Data Manager.

Main Duties

Organisational Leadership

- Provide strategic leadership for the Marketing & Communication, Box Office, Events & Hospitality departments and ensure all departments are staffed and resourced to a consistently high standard.
- As part of the Executive team, play a key role in developing and delivering business strategies for RET, in line with the business plan and funder requirements.
- Oversee the work of the Head of Marketing, Head of Commercial, Hospitality & Events, Box Office & Membership Manager, Visitor Experience Manager and CRM & Audience Data Manager, ensuring objectives for performance are set and that the teams foster a culture of positivity in-line with the Theatre's values.
- Provide regular business reports and updates for the RET Board as delegated by the joint CEO.
- Ensure well organised administrative and data capture processes are in place across the Sales, Marketing and Hospitality teams and all KPI data is accurately captured.
- Set and monitor all budgets and targets for Box Office and Hospitality & Events, ensuring organisational processes and controls are adhered to and accurate financial information is delivered to the Finance department and joint CEO in a timely manner.
- Be an ambassador and advocate for RET and promote the company's values and behaviours.
- Uphold the principles of, and adhere to, company policy and procedures relating to General Data Protection Regulations (GDPR) and to ensure that all data is dealt with in accordance with current legislation.
- Comply with and uphold the principles of relevant legislation and company policies and procedures.
- Undertake any additional tasks as may reasonably be required from time to time.

Marketing and Sales

- Oversee the creation and delivery of all marketing and communication campaigns at RET, ensuring all initiatives are delivered to the highest standard and support RET's audience ambitions and priorities.
- Together with the joint CEO, ensure RET's brand positioning and key messaging remain positive and industry leading.
- Work in partnership with the joint CEO to ensure audience development strategies balance both RET's artistic ambitions as a producing theatre, as well as opportunities for audience growth.

- Lead the development of RET's CRM system, maximise business intelligence available to all teams, and ensure system usage to support communications, ticketing and development is optimised. Oversee all CRM strategies.
- Embed a data driven approach to all marketing, communication and sales at RET. Ensure data is easily obtainable, understood and used to drive both commercial and business decisions at all levels.
- Oversee all commercial contracts for Marketing, Sales, and Hospitality & Events, ensuring value for money.
- Take a leading role in developing RET's digital strategies and engagement with new technologies.
- Oversee the management of the Box Office team, ensuring first class operations and excellent customer service is delivered.

Visitor Experience

- Lead RET's Visitor Experience teams and nurture a culture of cross-team working and excellent communications.
- In partnership with the Visitor Experience Manager, ensure first class operations and exceptional customer service are delivered at all times, and all front facing teams are knowledgeable, helpful and welcoming.
- Oversee all front of house services across performances, events and activities; ensuring security is in place and all public spaces are well presented, clean and fully risk assessed.
- Oversee training programmes to ensure all core and casual teams are working in accordance with company procedures, legislation and industry best practice.
- Ensure emergency and evacuation procedures are adhered to at all times, and regular training programmes are in place.
- Oversee building security during the daytime for visitors, staff and customers, manage evacuation and health & safety procedures, and be the responsible person for the management of Fire Safety within the building.
- Oversee the rotating of all VEAs, Box Office staff and security in-line with business needs and budgets.

Hospitality and Events

- In partnership with Head of Commercial, Hospitality & Events, develop and drive RET's food and beverage operation to ensure that RET is seen as a destination venue for food and drink within the City.
- Ensure all members of the Hospitality team deliver first class operations and excellent customer service.
- Embed a data driven approach to Hospitality & Events at RET.
- Together with the Head of Commercial actively seek new business opportunities that can deliver additional income strands for RET.
- Support the wider Executive with the management of key stakeholders and VIPs.

PERSON SPECIFICATION

Essential:

- Managing and developing staff
- Motivating a team to achieve targets
- Implementing and writing strategies

- Managing and setting budgets
- Experience of developing and implementing CRM strategies
- Experience of developing diverse audiences
- Experience of managing third party relationships
- Experience of developing and managing a brand
- Experience of e-marketing and knowledge of developments in this area
- Educated to degree level or equivalent

Skills & Knowledge:

- Ability to work quickly under pressure whilst remaining calm
- Managing workloads and strong planning and organisational skills
- Strong presentation skills
- Exceptionally strong communication skills, both written and verbal
- Computer literacy (specifically MS Office)
- Knowledge of, and interest in, new audience development initiatives

Personal Attributes:

- Ability to lead a team and work as part of a team
- Ability to work to deadlines & manage conflicting priorities
- Commitment to achieving high standards in all areas of work
- Flexible approach to working, including the ability to work unsociable hours
- Ability to plan and prioritise work effectively
- Commitment to the work of the Theatre
- Confident and outgoing personality
- Ability to identify opportunities and work proactively to maximise them

Desirable:

Experience:

- Experience of working with local/regional media and/or managing a media officer role
- Customer service delivery
- Experience of working in an arts/cultural environment
- Experience of ticketing systems/working in a ticketed sales environment
- Experience of developing websites
- Evidence of professional development
- Holder of or studying for a professional qualification (e.g. CIM)

Skills and Knowledge:

- Understanding of the Data protection Act 1998
- Knowledge of and interest in arts news stories/developments
- Excellence in customer service

Personal Attributes:

- Enthusiasm for theatre and the Arts