

HEAD OF MARKETING & COMMUNICATIONS - JOB DESCRIPTION

POST:	HEAD OF MARKETING & COMMUNICATIONS
REPORTING TO:	Executive Director
RESPONSIBLE FOR:	Marketing Assistant, freelancers
TERMS/HOURS:	Permanent, part-time (4 days @ 8 hours/day)
SALARY:	£36,000 to £38,000 pro rata (depending on experience)

About Polka Theatre

This new senior management position represents a perfect opportunity for an experienced, ambitious, strategically minded communications lead to play an active role in shaping the future of Polka. The post holder will drive our brand, develop strategies to attract new audiences and enhance the position of Polka as the UK's leading children's theatre, to coincide with our much-anticipated theatre redevelopment.

The new Head of Marketing & Communications will play a key role in helping us use this 'chance-of-a-lifetime' opportunity to raise awareness of Polka, our redevelopment, our positive impact and our bold vision for children's theatre, alongside developing an innovative and inspiring strategy for the reopening of the building from summer 2020. Crucially, this post will lead on communications for Polka, maintaining our profile and continuing to build the brand during closure, and planning and capitalising on the opportunities around re-opening.

This is an exciting time to be joining Polka. Since opening our Wimbledon home in 1979, over 3.5 million children, parents, teachers and carers have been through our doors and thanks to support from Arts Council England, the GLA and other major supporters, we now have an opportunity to redevelop Polka for future generations.

Polka is already one of the UK's leading theatres for children, known for creating an exciting programme of pioneering productions and creative learning activities and with a specialism in Early Years theatre. Polka is a rare and special thing: an acclaimed producer of world-class children's theatre, an Arts Council National Portfolio Organisation, and arguably the only UK theatre venue exclusively for babies to 12-year olds. We attract over 90,000 visitors annually and are committed to making live theatre accessible to all young audiences.

Our mission is to give as many children as possible, from all backgrounds, the opportunity to experience thrilling, innovative, world-class theatre, and creative learning opportunities, in a welcoming space which they can call their own.

"Polka... Home to work that consistently respects and challenges its young audiences" *The Guardian*
"The place to be for children's theatre" *ayoungertheatre.com*

For more information about Polka Theatre and our work, please visit www.polkatheatre.com

Purpose of the job

As a key member of Polka's senior team, the purpose of this position will be to develop, lead on and effectively manage and support the implementation of the marketing, audience development and communications strategies for the future success of Polka Theatre. The current programme includes a diverse community and outreach programme linked to our 40th anniversary (Polka40), our own touring productions, and the capital redevelopment campaign. Upon reopening, in-house productions and visiting companies will be added to this programme, amongst a wide range of development activities.

Fundamental to the role is supporting access and audience diversity objectives and promoting the values and ethos of Polka Theatre, and achieving ambitious sales targets going forward into reopening of the new building.

Key responsibilities

Strategy

- To lead on the development of marketing, brand, communication and audience development strategies for Polka, capitalising on the opportunities presented during closure and re-opening phases of our theatre redevelopment.
- Develop plans and budgets for delivering these strategies, identifying necessary internal and external resources required to deliver these.
- Contributing to key planning documents including Strategic Plan and Arts Council England planning documents

Communications & Marketing

- Create, implement and monitor Polka's strategic communications plan to increase awareness, drive sales, achieve audience development objectives and support the capital campaign.
- Proactively manage, develop and monitor Polka's online presence, including leading on the development of imaginative and engaging content.
- Devise, manage and monitor all aspects of effective communications campaigns for Polka Theatre productions, Creative Learning projects and wider creative activities.
- Lead on the development and implementation of the Polka Theatre brand.

Sales and budget

- Set and manage the marketing and communications budget with the Executive Director.
- Set sales and attendance targets with the Executive Director.

People

- To effectively develop and manage Marketing and Communications personnel
- To support personnel and communications across the wider teams
- To effectively work with peers and colleagues ensuring a harmonious relationship and culture with the other members of the SMT

Audience Development and Customer insight

- Undertake a full review of Polka's audience development strategy and the impact of current marketing activity and develop a new communications strategy designed to extend Polka's reach and the breadth and diversity of its audience, including a strong and appealing market proposition
- Work closely with the Executive Director, Artistic Director, Senior Producer and Head of Creative Learning in development of audience development initiatives.
- Work closely with the Head of Development and Capital Campaign Director to support the development function of the organisation, for both capital and revenue fundraising.
- Lead on the delivery and analysis of audience research to inform marketing strategy and support operational decision-making.
- Lead on data management and analysis in line with the overarching CRM strategy and Data Protection Act, alongside the Head of Development.

Press & Media

- Drive and develop targeted PR and media strategies raising the local, national, sector and international profile of Polka with audiences and performers and increasing media coverage across all platforms.
- Manage freelance PR as appropriate and build key press relationships

General

- Act as lead on data protection and information security issues
- Manage the relationship with external marketing agencies and suppliers such as graphic, digital designers and media agencies, advertisers, printers, mailing houses, distribution companies.
- Work closely with Sales, Creative Learning, Production, Artistic and Operations Teams to ensure a good flow of information between departments.
- Attend strategy meetings and discuss ongoing programming, policy and management issues where required.
- Undertake such other duties as may reasonably be required in pursuit of the overall job purpose.

Person Specification

Essential

- At least three years' experience of working in a senior marketing role within a theatre, arts or related sector.
- Strong strategic focus and proven experience within strategic planning for significant arts sector communications
- Proven knowledge of marketing to schools/education sector
- Experience of developing marketing strategies, budget forecasting, planning and campaign management
- Experience in using CRM systems (Polka uses Spektrix) for data analysis and marketing purposes
- Excellent oral and written communication, time-management and presentation skills.
- Ability to operate with diplomacy, tact and empathy.
- Ability to work collaboratively and to connect and work in partnership with others internally and externally.
- Ability to manage multiple priorities and deadlines and a track record of delivery
- Passion for theatre/arts industries.
- Experience in digital marketing, website maintenance and social media channel management.
- Creative flair and enthusiasm for creating dynamic, engaging campaigns within budget.

Desirable Skills

- Technical digital skills such as design or film
- Experience of a capital campaign
- Knowledge of Spektrix
- Knowledge of Wordpress

Personal Qualities

- A genuine commitment to the principles of equal opportunity, cultural diversity and broadening access to the arts, and an empathy with the objectives of Polka Theatre
- Resilience, reliability, responsiveness and curiosity to a changing internal and external environment
- A creative, strategic mind with the ability to generate innovative ideas
- Tenacity, an eye for detail as well as the big picture, a self-starter and strong 'completer-finisher'
- An understanding of personal strengths and weaknesses and their impact on others
- A desire to work in a culture where a creative and challenging exchange of ideas and productive dialogue is encouraged and expected

Salary: £36,000 to £38,000 pro rata (depending on experience)

Contract: Part-time (4 days per week), following a three month probationary period. You may occasionally be required to work at weekends and on evenings such as press performances.

Holiday: 28 days per annum pro rata including statutory public holidays. On completion of the three month probationary period, you are entitled to take holiday accrued on a pro rata basis.

Pension: Employees are automatically enrolled into the company pension scheme administered by NOW Pensions after three months in post.

Notice Period: One month by either party during the probationary period and three months thereafter for both employee and employer.

We are willing to consider flexible ways of working in order to attract the right candidate.

To apply

Email your CV and a covering letter outlining your suitability for the post to lynette@polkatheatre.com or to Polka Theatre, 240 The Broadway, Wimbledon SW19 1SB

Please also complete the equality monitoring form and return it to hilary@polkatheatre.com

Deadline for applications is 5pm on 14th March 2019

First interviews: w/c 18th March 2019. Second interviews w/c 25th March 2019

Start Date: April 2019. Date to be agreed with successful candidate.

For further information go to our website <https://polkatheatre.com/jobs/>

Polka is funded by Arts Council England, London

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Polka is an Equal Opportunities employer.