

## DIRECTOR OF SALES & MARKETING - JOB DESCRIPTION

POST:	DIRECTOR OF SALES & MARKETING
REPORTING TO:	Executive Director
RESPONSIBLE FOR:	Marketing and sales team, freelancers and contractors
TERMS/HOURS:	Permanent, part-time (3 days per week)
SALARY:	£38,000 to £45,000 pro rata (depending on experience)

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### About the Role and Polka Theatre

This new senior position represents a perfect opportunity for an experienced, ambitious, strategically minded sales and 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. Crucially, this post will lead on delivering sales targets for Polka, capitalising on the opportunities around re-opening in 2020 to drive box office revenue and support other earned income streams.

Polka is recognised nationally and internationally for creating an exciting programme of pioneering productions and creative learning activities and with a specialism in Early Years theatre. We attract over 90,000 visitors annually and are committed to making live theatre accessible to all young audiences age 0-12.

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

For more information about Polka Theatre and our work, please visit [www.polkatheatre.com](http://www.polkatheatre.com)

### Purpose of the job

As a senior team member and department head you will work closely with the Executive and Artistic Directors and senior management team to:

- Maintain and develop the Polka brand and our positioning as a charity and arts organisation
- Deliver and oversee the sales and marketing strategy for Polka
- To drive revenue from the programme of shows/events and maximise the value of ancillary activities that bring earned income streams
- Ensure smooth running of marketing, communication and sales functions for the organisation
- Build reach and diversity of our audiences
- Manage the sales and marketing budgets and team

Fundamental to the role is supporting access and audience diversity objectives and promoting the values and ethos of Polka.

## **Key responsibilities**

### Strategy and Budget

- To lead on the development of marketing, brand, digital and audience development strategies for Polka, capitalising on the opportunities presented during re-opening.
- Develop plans and budgets, alongside the Executive Director, for delivering these strategies, identifying necessary internal and external resources required.
- Contribute to writing of key planning documents including Strategic Plan and Arts Council England planning documents.
- Set sales and attendance targets with the Executive Director.
- Work closely with the Executive Director, Artistic Director, Senior Producer and Head of Creative Learning in development of audience development initiatives.
- Lead on the delivery and analysis of audience research to inform marketing strategy and support operational decision-making.

### Communications & Marketing

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

### Press & Media

- Drive and develop targeted PR and media strategies raising the local, national, sector and international profile of Polka
- Manage freelance PR support as appropriate and
- Build and sustain relationships with all key media

### Sales and Development

- Oversee planning and delivery of sales and box office function of the organisation, including reviewing all systems in light of the opportunities presented by the redevelopment.
- Work alongside the senior team to support other income generating activities including the café, shop and hires
- 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.

### People

- To work with the Executive team to plan the human resourcing for the marketing and sales function of the organisation going into reopening and beyond
- To effectively develop and manage Marketing and Sales personnel
- To support engaging internal communications

- To effectively work with peers and colleagues supporting a positive and effective organisational culture

#### General

- Act as lead on data protection and information security issues
- Lead on data management and analysis in line with the overarching CRM strategy and Data Protection Act, alongside the Head of Development.
- 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 five 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 experience of contributing to organisational planning and funding applications
- 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 evidence based marketing purposes
- Excellent oral and written communication, time-management and presentation skills.
- A team player with the 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 and social media channel management.
- Creative flair and enthusiasm for creating dynamic, engaging campaigns within budget
- The ability to be both proactive and reactive, adapting plans should the need or opportunity arise.
- A flexible and dynamic approach, understanding the need to be responsive at this time of significant change for the organisation

#### Desirable Skills

- Experience of a capital campaign
- Knowledge of Spektrix
- Knowledge of website CMS systems

#### Personal Qualities

- A commitment to building children's access to the arts and the benefit the arts play in children's development

- A 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, resourcefulness, 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
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Salary: £38,000 to £45,000 pro rata (depending on experience)

Contract: Part-time (3 days per week), following a six month probationary period. You will be required to work at weekends and on evenings such as press performances to support the schedule of the business (time off in lieu will be given).

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](mailto: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](mailto:hilary@polkatheatre.com)

**Deadline for applications is 5pm on 29<sup>th</sup> September 2019**

First interviews: w/c 7<sup>th</sup> October 2019. Second interviews w/c 14<sup>th</sup> October 2019

Start Date: As soon as possible. 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

Registered charity number 256979

Polka is an Equal Opportunities employer.