

Thank you for your interest in becoming Polka Theatre's Head of Sales and Marketing

"The place to be for children's theatre" ayoungertheatre.com



This recruitment pack is designed to tell you more about us, the job role you would be doing, the skills and experience you would bring to the role and the qualities and values we're looking for. It also explains how you can apply and the interview process.

If you have any feedback or questions about this recruitment pack or require it in a different format, please let us know. We can be contacted on 020 8543 4888 or email ed@polkatheatre.com

We look forward to receiving your application by **9am on Monday 10th May 2021**.

Equal Opportunities

Polka's commitment as an equal opportunities employer means we are keen to encourage applications from people of colour, people across the gender spectrum and people who self-identify as disabled, who are underrepresented in our sector.

Our newly redeveloped venue is accessible for wheelchairs and prams/buggies; most spaces can be accessed step-free.

As a children's theatre we are generally open during the daytimes and weekends, rather than evenings, making us well suited to people who have families and/or other caring responsibilities outside of work.

As an important part of our local community in Wimbledon and the London borough of Merton, we are also well suited to people who live nearby and are looking to work locally, rather than travel into or through central London.





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About Polka

Polka is a pioneering national theatre for children based in Wimbledon, South West London. The first UK venue to be created exclusively for young audiences, we celebrated our 40th anniversary in 2019. We are one of just a handful of dedicated children's venues in the UK. Presenting a year-round programme of new work made at Polka, visiting shows, and Creative Learning activities for 0-12 year olds, we continue to pioneer developments in children's theatre, nurture artistic talent in the sector, and maintain an international reputation while serving local communities.

Polka is a charity and Arts Council England National Portfolio Organisation. Our mission is to empower children to navigate their world through inspirational theatre and creative experiences. Over 100,000 people visit us each year and a further 18,000+ take part in creative learning and community activities. We involve children at every stage of the creative process, and lead the way in Early Years theatre for under 6s together with our academic collaborators and the EU-funded small size network.

Inclusivity is and always has been an integral part of the company's offer. In 2007, Polka pioneered relaxed performances for children on the autistic spectrum, a model which continues to be replicated across the cultural sector. We run a free ticketing scheme, enabling children from deprived areas to experience live theatre for the first time, and a range of initiatives that provide opportunities for children with particular access needs or who live in challenging circumstances to participate in our activities. We offer opportunities for all children and families regardless of age, ability, culture or background, to engage in theatre.

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 we now have an opportunity to redevelop and reimagine Polka for future generations. Our redeveloped venue will open to the public in spring 2021.

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

Polka is funded by Arts Council England, London, registered charity number 256979.



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Vision and Values

Polka's mission is to 'empower children to navigate their world through inspirational theatre and creative experiences.' We are looking for people who are conscientious, proactive and reliable in their approach to work with a willingness to learn and ability to adapt to changes and share Polka's vision:

Improving children's lives, bringing communities together, creating ground-breaking theatre.

As well as our values:

Child-centred placing children at the heart of everything Polka does

Community engaging our diverse communities of children, families, educationalists and artists

Excellent pioneering, adventurous, offering the highest quality

Memorable creating magical, meaningful experiences

Inclusive welcoming, accessible, nurturing, supportive, representative.



Job Description

This role is part-time (3 days per week) permanent role. Further details can be found in the 'Main Terms and Benefits' section below. We are open to this role being fulfilled in a freelance capacity and, if this interests you, invite you to propose how you see this working in your situation.

An important member of the Senior Management Team, you will maintain and develop the Polka brand and our positioning as a charity and arts organisation by delivering and overseeing the sales and marketing strategy for Polka alongside the Executive Director, with overall control of the sales and marketing budgets and team. You will be active in driving revenue from the programme of shows/events and maximising the value of ancillary activities that bring earned income streams. You will have a strong desire to build reach and diversity of our audiences. You will support our access and audience diversity objectives and promote the values and ethos of Polka.

Key Responsibilities

Your job description includes responsibility for:

Strategy and Budget

- Lead on the development and ensure delivery of marketing, brand, digital and audience development strategies for Polka, with the Executive Director, capitalising on the opportunities presented during re-opening
- Create, drive and monitor Polka's strategic marketing and communications plan to increase awareness, drive sales, achieve audience development objectives and support the transition from capital redevelopment to reopening
- 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 funding applications, Strategic Plan and Arts Council England planning documents, feeding into plans developed by the CEOs
- Set sales and attendance targets and appropriate monitoring KPIs with the Executive Director
- Work closely with the Executive Director, Artistic Director, Senior Producer and Head of Creative Learning to create and drive audience development initiatives
- Lead on the delivery and analysis of audience research to inform marketing strategy and support operational decision-making.

- Work with the Artistic Director, Executive Director, Senior Producer and PR agency to raise the profile of Polka regionally, nationally and internationally
- Represent Polka at key regional and national events, as requested

Sales and Development

- Drive delivery of the sales targets for box office (tickets and Take Part activities)
- Work alongside the Senior Management Team to support and drive other income generating activities including the café, shop and hires
- Work closely with the Head of Development to support development and fundraising.
- Work closely with the Head of Creative Learning to support delivery of our subsidised outreach and engagement programme.

People

- Work closely with the CEOs to plan the human resourcing for the marketing and sales function of the organisation
- Effectively develop, manage and lead the Marketing and Sales team
- Effectively work with peers and colleagues supporting a positive and effective organisational culture.

General

- Act as lead on data protection and information security issues, ensuring compliance with the Data Protection Act
- Lead on data management and analysis, developing a clear CRM strategy alongside the Head of Development
- Drive a 'Spektrix-first' approach to data use and management across the organisation
- Attend strategy meetings and discuss and act on ongoing programming, policy and management issues where required.
- Undertake such other duties as may reasonably be required in pursuit of the overall job purpose.

All team members are expected to

- Champion and honour Polka's vision and values (you can find these on the previous pages)
- Maintain confidentiality and abide by Polka's policies and procedures
- Follow Health and Safety rules at work
- Follow Safeguarding rules, legislation
- Actively ensure Equality, Diversity and Inclusion is part of Polka's culture
- Contribute to Polka's Environmental Action plan by thinking and working sustainably

- Contribute towards Polka’s fundraising goals, this may include research, writing applications, advocacy and managing relationships
- Take part in operational teams to help share learning, find joint solutions and drive change
- Participate in all training, development and wellbeing initiatives as required
- Undertake any other duties as may be reasonably required.



Person Specification

The following skills, knowledge and experience are required to carry out this role. There are some which we have suggested are beneficial but not essential to have.

Skills and knowledge required	
1	Proven ability to organise projects and people, giving the attention required, within a set timeframe or by a deadline
2	Proven ability to write and speak eloquently and present with confidence in order to build and maintain relationships both internally and externally
3	Ability to use Microsoft Office: Outlook, Word, Excel, PowerPoint and a CRM system (we use Spektrix) on a regular basis; if you have knowledge of website systems (we use WordPress) or technical digital skills (e.g. design or film) that's beneficial but not essential
4	Ability to work well in as a team (in a group of people) and independently (alone) where you can think strategically to generate innovative ideas

5	Ability to deal with a diverse range of people at all levels using tact, diplomacy and patience
6	Proven knowledge of marketing to schools or the education sector
7	Experience of Arts Council England reporting systems (Audience Finder, Show Stats, Culture Counts etc.) and the marketing and support organisations operating in the cultural sector
8	A valid Disclosure and Barring (DBS) certificate or willing to undergo an enhanced DBS check (at Polka's expense) if a job offer is made subject to this being obtained
Experience required	
9	Demonstrable experience working in a senior marketing role, within the theatre, arts or a related sector
10	Experience of developing marketing strategies, budget forecasting, planning and campaign management

Main Terms and Benefits

Job title Head of Sales and Marketing

Reporting to Executive Director (who is also the Joint CEO)

Responsible for Marketing Manager and Sales and Ticketing Manager

Role Permanent part-time (3 days per week)

Salary £33,000 - £39,000 per year pro rata depending on experience

Hours 3 days. Additional hours may be necessary to fulfil the requirements of the post, including evenings and weekends, and travel out of London when required (we operate a TOIL system for any agreed overtime).

Location 240 The Broadway, Wimbledon, London SW19 1SB. Due to COVID-19 you will initially be working from home.

Holiday 20 days per annum pro rata plus bank/public holidays.

Pension and benefits

- After 3 months you will be automatically enrolled into NOW Pensions scheme in accordance with statutory deadlines and contributions
- Flexi-time – you can start work anytime between 9am and 10am and work the corresponding 8 hours (with one hour for lunch)
- Complementary tickets for all Polka productions subject to availability
- Discounts on main meals, tea and coffee in Polka's café.

Probationary period Appointment is subject to satisfactory completion of 6-month probation period. Notice period during probation: 2 weeks for both you and Polka.

Notice Period 3 months for both you and Polka following probation.

Application Process

Key Dates

Deadline 9am on Monday 10 May 2021

First interview Tuesday 18th or Thursday 20th May 2021

Second interview tbc

Ideal start date June 2021



How to apply

Please complete and send the following to Lynette Shanbury (Executive Director) at lynette@polkatheatre.com. Remember to include Head of Sales & Marketing as your email subject line or on the envelope.

Document	Link
Current CV	
Short cover letter addressing the Person Specification	
Privacy Notice	https://polkatheatre.com/jobs/
Equality monitoring questionnaire	https://www.surveymonkey.co.uk/r/YX5ZGML

The Equality monitoring questionnaire is not sent to the person named above. It helps us understand whether we are succeeding in promoting equality of opportunity and encouraging representation. It is completely separate from your application and we do not connect the two.

On completion of all the above documents by the deadline, we will acknowledge receipt of your application. We regret that late applications will not be considered.

You can visit our website to find out more about us <https://polkatheatre.com/home/about-us/>

If you would like to discuss this role in more detail please contact Katy Manuel on katy@polkatheatre.com

Interview Process

Interviews will be held online using Zoom with the Executive Director and Marketing Consultant.

We will email you a meeting invite, which includes a link to the interview, in advance.

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We will let you know if there is anything in particular that we need you to prepare in advance.

All applicants will receive a response from us to confirm whether or not they have been selected for an interview. We aim to give at least half a weeks' notice ahead of the interview date.

All applicants who attend an interview will be offered feedback. It is not possible for us to give individual feedback if you have not been selected for an interview.

Thank you very much for your interest in this role. We look forward to hearing from you.

