

LAWRENCE BATLEY THEATRE HUDDERSFIELD



We're recruiting

Head of Marketing

Recruitment Information Pack

If you require a different format of this Recruitment Pack, please contact recruitment@thelbt.org for support.



Who we are

We are a community of likeminded people who are passionate about regional theatre.

As a venue built by and for the people of Huddersfield we believe everyone has something to offer and by bringing together a variety of unique skills, magic can happen. We are proud to be an organisation that nurtures individuals, developing skills and providing new opportunities for our staff members to prepare them for a bright and illustrious career.

If you'd like to find out a little more about us, click here to watch all that we've achieved over the past year.

★★★★★ **"a game-changer"**

- The Telegraph on *What A Carve Up!*

"My girls loved it (ages 5, 7 and 8). It was so much fun solving all the clues together. It's brought us together as a family."

- Review of *Charlotte Holmes*



About us

We are a mid-scale theatre in the heart of West Yorkshire that was created by and for our community. Within the building there are three performance spaces – the Main House seating 477 people, the Cellar Theatre with up to 120 seats and the Attic Theatre, with up to 60 seats – as well as a number of meeting and function rooms, Gallery space and our café bar, The Courtyard. The theatre is run by a team of approx. 90 full-time, part-time and casual staff and we are also incredibly proud and grateful to have an exceptionally loyal team of approx. 80 volunteers at the theatre.

Participation is absolutely at the heart of the organisation, and we do a huge amount of work both at the theatre but also in Kirklees more widely – all of this work is seen through a lens of tackling isolation and 'otherness' as well as building a stronger sense of community.

★★★★★ **"Impressively realised"**

- The Stage on *A Christmas Carol*

★★★★★

- The Guardian on *Nigel Slater's Toast*



Vision, Mission & Values

Why we are here

We're here to do our community proud.

We're here to share exciting and entertaining stories.

We're here to build a stronger sense of community.

We're here to encourage creativity, to nurture confidence, and to develop talent.

What are we aiming for?

We want to be the creative heart of Huddersfield.

What makes us tick?

We are friendly and welcoming.

We are inclusive, diverse and accessible.

We are collaborative.

We are locally rooted with national ambition.

We are brave and unafraid of taking risks



Being part of our team

The Lawrence Batley Theatre is the home of live performance in Huddersfield and for Kirklees. We are committed to discovering and developing the best talent from across the sector. We work with people from all backgrounds and with all levels of experience and we're especially keen to hear from creative people who feel they are under-represented in UK theatre.

To help support this we have a flexible working policy and will consider job shares, working from home and flexible working patterns wherever possible.

We offer our team:

- On-site parking
- Discount in our theatre café/bar
- Free entry to selected performances at the theatre
- 20 days annual leave, increasing to 25 days after 1 year's employment and 30 days after 5 year's employment
- Free 24-hour support service
- Training & Development opportunities tailored to you
- An additional day's annual leave for your birthday

We're recruiting for...

Job title: Head of Marketing

Main purpose of job:

We are looking for an exceptional individual to lead the marketing team at the Lawrence Batley Theatre. You will have a passion for marketing and audience development and a desire to play a key role part in the Senior Management team of the theatre.

You will lead on all aspects of the Lawrence Batley Theatre's marketing, have a proven track record of setting and meeting ambitious sales targets, and you will work closely with the Chief Executive to evaluate and review data in order to improve the organisation from a marketing point of view. You will be responsible to the Chief Executive, be responsible for the rest of the Marketing Team, and you will work closely with the other members of the Senior Management and Box Office Teams as well as the theatre's Board of Trustees.

Responsible to: CEO & Artistic Director

Responsible for: Marketing Team

Working relationships with:

Heads of Department

Visitor Experience Team

Participation Team

Responsibilities:

- Effectively planning and managing the overall department budget, working with the Finance Department and Chief Executive.
- Planning and delivery of marketing campaigns, working with the Marketing & Communications Officers.
- Liaising with visiting companies over marketing activity and budgets.
- Leading on the development and production of the theatre's season brochure with support from the rest of the Marketing Team.
- Leading on organisational marketing strategies with the Chief Executive and implementing audience development strategies
- Acting as an ambassador for the Lawrence Batley Theatre with external stakeholders and visiting companies.

Personal attributes:

Essential

- At least 3 years' marketing experience within an arts, culture or charitable organisation, including management experience within an organisation.
- A proven track record of effectively managing considerable budgets.
- A demonstrable ability to set and achieve ambitious sales targets.
- A demonstrable passion for audience development.
- A demonstrable understanding of and passion for theatre or other live performance.
- Strong copywriting and proofreading skills.
- A track record of utilising multimedia marketing campaigns.
- Experience of tendering processes and working with external suppliers.
- Experience of working with freelancer PR/Communications Consultants.

Desirable

- Experience of working with Spektrix
- An understanding of Google Ad Grants

Terms & Conditions

Salary: Up to £30,000 per annum

Hours: 37.5 hours per week

Hours will be flexible as evening and weekend work will occasionally be required. No overtime is payable but time off in lieu may be taken with agreement of line manager.

Holidays: Annual holiday entitlement is 20 days per year plus bank holiday entitlement. This increases to 25 days per year after the first year's service.

Notice period: Three months

Standard terms and conditions of the Lawrence Batley Theatre apply.

Recruitment procedure & guidance

The Lawrence Batley Theatre's success is down to the passionate and creative people who make up our team.

All we ask is that those who want to join us are passionate about what we do, dedicated to local theatre and have an open mind.

These guidelines set out our approach to recruitment to give all potential applicants clarity about the standards and practices that are applied in our recruitment and selection processes.

Job Description

The job description contains information about the main purpose of the role, covering as comprehensively as possible the responsibilities of the post holder and what skills are required in the performance of their duties.

Essential and desirable attributes

This section of the recruitment pack lists the criteria that are required for someone to be able to perform the role to the required standards. The criteria are used in the shortlisting process and will inform the basis of the tasks/questions asked at interview.

Equal opportunities

We actively promote equality of opportunity for all with the right mix of talent, skills, and potential and welcome applications from a wide range of candidates. Recognising that the theatre sector, including ourselves, has a great deal of work to do to become truly equal we issue an Equality Monitoring form to everyone who applies to us. This form is anonymous and the information it contains is not considered as part of the selection process, however, after every round of recruitment we use the monitoring information we collect to understand who is and is not applying to our theatre – which allows us to identify areas in which our workforce is not representative of our community and developing ways of improving representation off the back of this.

Advertising vacancies

All of our vacancies will be advertised for a minimum of one month where practically possible. As standard all posts will be advertised on our website, social media channels and Arts Jobs. On some occasions vacancies will be advertised on job's boards such as Guardian Jobs, Arts Professionals and Arts Marketing Association.

Application process

For most of our vacancies we ask candidates to complete an application form to be considered for the role but in some circumstances, we may hold open recruitment days for certain posts.

Submitting your application

Below are some tips for submitting your application:

- Complete all sections of the application form
- Type or write clearly in black or blue ink
- Try explaining any gaps in your work history
- In the Please tell us why you think you are suitable for this role section please tell us how your previous experience demonstrates your ability to fulfil the role you are applying for.

Shortlisting

Once a vacancy has reached the closing date no further applications will be accepted. Before being reviewed we anonymise the applicant's name, educational institution and dates of study on each application. Applications are then reviewed by a team of at least two members of staff with direct knowledge of and skills relevant to the role being applied for. They will shortlist candidates based on the Job Description and application.

As soon as a decision has been made, we will contact shortlisted applicants to arrange interviews. Normally you would expect to hear from us within one to two weeks of the closing date if you have been selected for interview. If you do not hear from us within two weeks you have not been successful on this occasion.

Interviews

The interview is an opportunity for us to get to know you and to better understand your skills, experience, knowledge, and abilities. Interviews are conducted by the same two or three people who shortlisted applications and will include the line manager of the post being advertised. One of the team will act as Chair which means they are responsible for ensuring any particular access needs for candidates are taken into account as well as ensuring interviews are conducted professionally, fairly and in line with our Recruitment Procedure. The Chair also ensures that each panel member has an opportunity to give feedback on candidates in relation to the selection criteria and that those criteria and not any other factors are the basis for the panel's decision making. The Chair is also responsible for ensuring interview notes are completed for every candidate to help us record the panel's decision but also to enable us to provide feedback for all Interviewees so that you can understand the outcome of the interview.