**Director of Marketing & Communications Job Description**

**Role Summary**

This role is responsible for leading on the development and delivery of the brand and audience experience, marketing for shows including press, digital marketing, ticketing and pricing strategy and audience and sales development strategies, ensuring we maintain excellent customer service across all touchpoints. As a member of the Senior Management Team, you will report directly to the Executive Director, reporting monthly on budgets and income, and regularly reporting on the department’s activity at Board meetings.

You have departmental responsibility for a core team of six staff across Marketing, Front of House and Box Office (plus around a wider customer-facing team of around 40 casual staff), maintain relationships with key freelancers across design, press and website management, and drive the marketing relationship with co-producing partners.

You will have a track record of energetic leadership, confident in offering your team support and direction across three key business areas; marketing and press, box office and front of house provision.

**Reporting to:** Executive Director

**Responsible for:**

* Marketing Manager (who line manages the Schools Officer, Marketing Assistant and casual marketing support)
* Front of House Manager (who line manages the Deputy Sales & Performance Manager, Performance Managers and casuals)
* Box Office Manager (who line manages the Deputy Sales & Performance Manager, and casuals)

**Key responsibilities:**

***Departmental leadership and strategy***

* Maintain the Unicorn’s brand perception and its position as an artistic innovator in the cultural life of the UK and beyond, seeking profile for our shows and Engagement programme, and audiences for our work (at the Unicorn, on tour, and online).
* Develop and drive the implementation of a marketing and communication strategy for the organisation, utilising data insights to inform brand and sales decision-making and improve reach, engagement and sales.
* Design and deliver the marketing, pricing and content strategy for the organisation year on year, including for our food, drink and merchandise offer.
* With support from other departments, inform the access performance programming schedule and lead on the promotion and audience development plans for accessible performances.

***Line Management, recruitment and training***

* Lead and manage the Marketing team, Box Office and Front of House departments (including oversight of casual teams and the Usher Plus scheme, which welcomes adults with additional needs onto the Front of House Team). Responsible for recruitment and maintaining HR systems and training, with support from the General Manager.
* Oversee line reports delivery on KPIs, support staff’s personal development through training, mentoring opportunities or networking, and undertake annual appraisals.

***Creative and Strategic Communications and Partnerships***

* Deliver on the marketing and sales strategy, overseeing and sometimes practically supporting aspects of the campaign marketing plans (led by the Marketing Manager) for each season, ensuring we hit and exceed sales targets within budget, develop new audiences and evaluate activity – sharing insights with the senior team.
* Collaborate closely with the Engagement Department to support public-facing communications around their programmes, and work with school partners and community groups.
* Deliver an excellent customer experience at all touchpoints. Ensure we warmly welcome audiences, offer added value to our customers, and continue to build profile and presence with the widest possible schools and family audiences across London.
* Oversee management of the website with our agency Supercool, ensuring it stays up to date with latest technologies, data capture and Analytics reporting processes.
* Support and inform artistic programming decision-making with the Executive and Producing teams at artistic planning meetings.
* Work closely with the Unicorn’s Freelance Press Manager to ensure profile for the organisation is maximised, and oversee and manage press nights and guest lists, liaising with the marketing, community, producing, executive and development teams.
* Be responsible for developing and delivering show images with designers, photographers and illustrators, and for developing initial show and event copy, managing feedback and sign off processes with key creative team members and the executive team.
* Build and maintain a network of contacts across the sector, attending and presenting at events which promote the Unicorn as a sector leader. Keep up to date with industry developments and capitalise on opportunities to strengthen the Unicorn brand.

***Finance and reporting***

* Maintain a stable business model through careful budget management and income projecting, regularly reforecasting the marketing spend and income, including forecasting income and spend for each season.
* Oversee the Front of House and Box Office departments’ spend and income reports.
* Utilise industry insights and Box Office data (Spektrix) and audience surveys to inform financial forecasts, audience communications strategies and ACE reporting.
* Support design and implementation of the Development Team’s strategies around individual giving, and applications and reporting for major grants.
* Report directly to the Board on a quarterly basis.

This list of responsibilities is not exhaustive and the Director of Marketing & Communications may be required to perform duties outside of this as operationally required and at the discretion of the Executive.

**Person Specification**

**Essential qualities, skills and experience:**

***Qualities***

* A highly self-motivated leader with drive and ambition to shape and implement strategic vision.
* A confident communicator able at inspiring and leading their team and colleagues, and at developing and maintaining successful partnerships.
* Adaptable to change, and ability to deliver within a fast-paced environment and meet multiple demands.
* A commitment to an inclusive and respectful culture.
* A commitment to sustainable decision-making.
* Highly organised with good attention to detail.
* An interest in theatre for young people and the work of the Unicorn.

***Skills***

* Understanding or awareness of marketing approaches to schools and/or families sectors.
* Ability to develop and implement successful strategies that improve engagement and sales, with proven ability to meet targets within budget.
* Demonstrable skills leading and managing a team and freelancers.
* Ability to develop highly creative marketing campaigns, and high quality and effective creative images and copy for shows and events.
* Ability to implement and maintain excellent customer service processes and to manage customer feedback.
* Understanding of website design and needs.
* Broad networks across relevant sectors for the Unicorn: culture, marketing and/or education.
* Experience of recruitment and management best practice.
* Knowledge and insight into pricing strategies.

***Experience***

* Experience of organisational strategic marketing and communications planning and delivery at a senior level, including experience of developing successful digital content, advertising and engagement strategies.
* Experience managing a team of junior and manager level staff.
* Experience managing and setting budgets and forecasts.
* Experience of venue and event marketing and an understanding of front of house and box office departments.
* Experience or an understanding of delivering press and profile for an organisation.
* Experience of ticketing systems to sell tickets and to analyse marketing and audience data.

**Desirable qualities, skills and experience:**

* Experience of the not-for-profit sector.
* Experience of influencer and partnership development.
* Experience or understanding of access, inclusion and audience development processes.
* Understanding or experience of digital strategy across web, social and/or email.
* Skills in using any of the following: Google Analytics and Goole Ads, email software, video editing.

**About the Unicorn**

***We create new, inventive and enthralling performances for every stage of childhood. We believe in the imaginative power of theatre to transform young lives.***

We are the largest children’s theatre in the UK, specialising in developing new devised and written shows alongside adaptations of classic texts, offering an innovative and inspiring year-round programme of sector-leading theatre for children.

Our purpose-built home at London Bridge (opened in 2005) is a creative and welcoming space designed with and for young people. Our building comprises two theatre spaces (Weston Theatre at around 290-seat capacity and Clore Theatre at around 90-seat capacity) plus two rehearsal spaces, along with backstage set, prop and costume facilities. We produce and present a thrilling and varied programme, exploring stories, ideas and themes that enrich and broaden children’s view of the world. We welcome 65,000 families and schools every year, reaching thousands more via Unicorn Online.

The Unicorn has a turnover of around £2.8 million. In a regular year, over 20% of income comes from Box Office – with almost all tickets being sold to children at concessionary rates – and we raise a similar amount from fundraising.

We believe that young people of all ages, perspectives and abilities have the right to access exciting, entertaining and inspiring work - we want all children to experience our theatre and actively seek out children wouldn’t otherwise attend. The theatre’s audiences are broadly defined as families and schools, and the theatre plays to all ages from six months to 13 years. We maintain a strong commitment to representing diversity in our audiences, as well as on our stages, and we prioritise accessibility and inclusion across our organisation.

During the coronavirus pandemic, we innovated in new forms of digital theatre and are proud to have been able to offer high quality, creative and award-winning online theatre experiences for free. Digital theatre is now a part of our future strategy and firmly embedded in our mission.

**Mission, Vision and Values**

The Unicorn is the UK’s leading theatre for young audiences. We believe that all children deserve to have access to the arts, regardless of their circumstances and our mission is to transform young lives through theatre by:

* Creating innovative and outstanding theatre for children aged up to 13 years.
* Supporting artists to make work with ambition, integrity and hope.
* Encouraging children to question and explore the world through stories; developing empathy, understanding and imagination.
* Collaborating with children in schools and communities to inform our practice, and inspiring children to fulfil their potential through creative projects with inventive theatre-makers.
* Extending our reach through online theatre experiences, national and international partnerships and subsidised tickets.
* Recognising that climate action is vital to protecting children’s futures, and actively reducing our environmental impact on the planet.
* Believing in equality, diversity and inclusion; we take action to advocate for, and promote the rights of children.

Our values are curiosity, courage and respect.

**Structure of the Unicorn**

The Unicorn was founded in 1947 by Caryl Jenner, who took theatre around the country to children. Jenner’s original aim was that: ‘the best of theatre for children should be judged on the same high standards of writing, directing, acting and design as the best of adult theatre’, a value which still holds very much true today. The Unicorn is crucial to the national theatre ecology, and is a beacon for all theatre for children; we are local, national and international in the work we make and the artists that we make it with

The Unicorn has recently undergone a period of extensive change, propelled by the coronavirus pandemic. Under a newly formed Executive team of Justin Audibert (Artistic Director) Helen Tovey and Bailey Lock (Co-Executive Directors), and with the appointment of a new Chair of the Board of Trustees, in March 2021, the Unicorn is emerging as a company with a renewed artistic focus and a vision to transform the lives of young people through theatre.

We are building a community of creative children through our productions, digital experiences and engagement programme. Our work has three core creative outcomes:

* Live Productions: Our live productions on our home and partner stages, created by diverse and exciting artists for children aged 0 -13 years old.
* Digital: Our innovative digital theatre experiences programme *Unicorn Online*, for local national and global audiences.
* Engagement: Our engagement programme, including co-creation and co-design partnerships, actively develops and supports the individual creative lives of our audiences, participants and collaborators.

**How to Apply**

To apply for this post, please send a covering letter addressing the Person Specification, together with your CV, and completed Equal Opportunities monitoring form and Candidate Declaration Form, to [jobs@unicorntheatre.com](mailto:jobs@unicorntheatre.com).

**Salary:** £42,000 per annum. We will consider applications for flexible working, and job-sharing, with an expectation that hours could increase during busy periods throughout the year, to be agreed with the appointed applicant.

**Contract:** Permanent, full time. We will consider applications for flexible working and job-sharing on a case-by-case basis. If you would like to discuss this in advance of submitting an application please contact [jobs@unicorntheatre.com](mailto:jobs@unicorntheatre.com).

3 month probationary period.

Annual leave allowance is 25 days, plus 8 statutory Bank Holidays.

Unicorn staff are auto-enrolled into the NEST pension scheme.

**Closing date for applications:** Midday, Friday 25 November 2022

**First interviews:** Wednesday 7 December 2022 **Second interviews:** Tuesday 13 December 2022

If you need this information in an alternative format, please contact [jobs@unicorntheatre.com](mailto:jobs@unicorntheatre.com) in the first instance.

We are committed to being an equal opportunities employer and actively encourage people from a wide variety of backgrounds, experience and skills to join us and influence and develop our working practice. We particularly encourage applications from Black candidates, candidates from diverse ethnic backgrounds, and disabled people.

All disabled candidates who demonstrate that they meet the essential criteria will be invited for an interview, in line with the [Equality Act 2010](https://www.gov.uk/definition-of-disability-under-equality-act-2010).

The Unicorn Theatre is supported using public funding by Arts Council England.



