

HOME

**Director of Marketing
and Communications**

**Recruitment
pack**





About HOME

Thank you for your interest in this role at Greater Manchester Arts Centre (HOME).

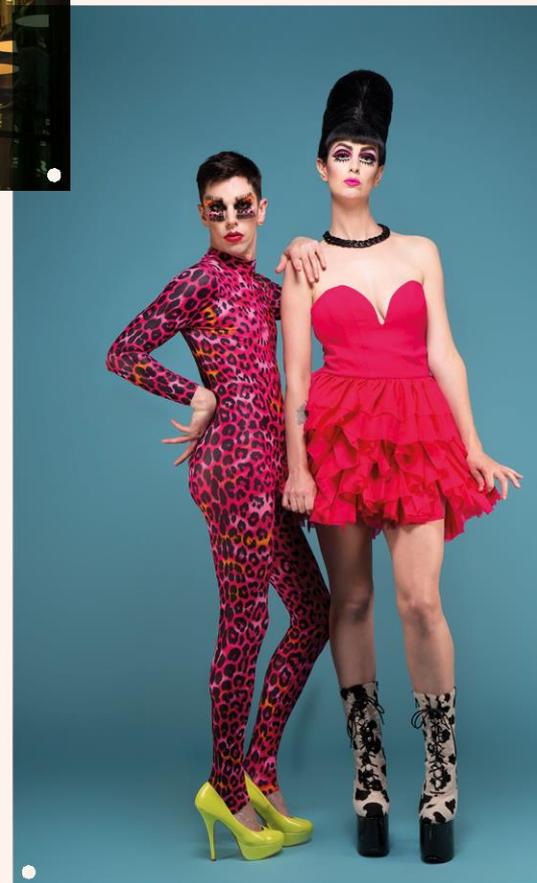
HOME first opened its doors in May 2015: a new, £25m multi-art form venue for Manchester operated by Greater Manchester Arts Centre (GMAC).

Since opening, we've achieved a lot. In the first three years, we welcomed over 2.3m visits to an international programme of over 20,000 events in our cinemas, theatres and galleries. We became one of the few UK organisations to produce new work across theatre, visual art and cinema. Our engagement team worked with over 55,000 participants, and we set up a dedicated Talent Development team to support and build the creative potential of artists in the region.

HOME is an open and social space for the curious from all our communities, future artists and producers of work that is provocative, playful and contemporary, of Manchester and the world. HOME curates engaging, international, high-quality work, and serves to develop art and artists at of all stages in their careers. This is done across:

- Two theatres: c.500 proscenium arch theatre (T1),
- and a flexible c.130 seat Studio theatre(T2);
- 500m2 contemporary exhibition space;
- Five state-of-the-art cinema screens presenting one of the
- most celebrated independent film programmes in the UK;
- Rehearsal and development spaces.

HOME is also a thriving cultural business, with a highly successful bar and restaurant, growing events and hires business, a fine retail offer, and an international publishing arm (Cornerhouse Publications).

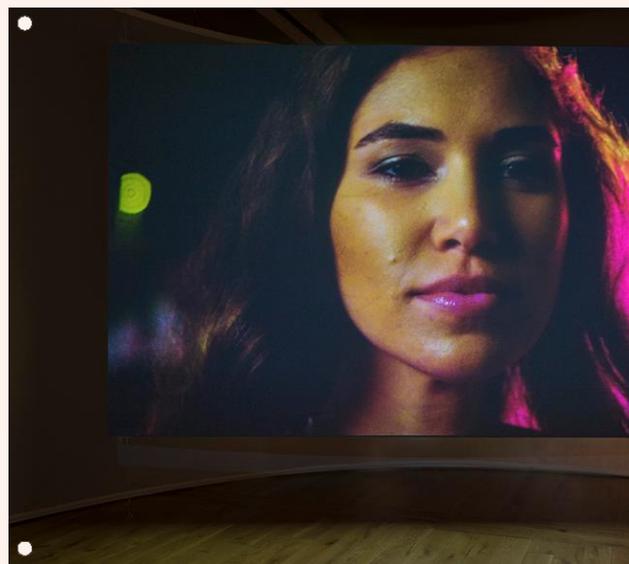


Home's Mission

HOME is an open and social space place for the curious from all our communities, future artists and producers of work that is provocative, playful and contemporary, of Manchester and the world.

Home's Vision

HOME is central to making Greater Manchester a major city celebrated for its' distinctive art, art that enriches the lives and life chances of its' people, a magnet for artists and creatives with the highest engagement in the arts in the UK.



HOME'S VALUES

Creativity

Bringing imagination, resourcefulness and innovation to our work

Pioneering

Leading the way, breaking new ground, being ahead of the curve, taking risks

Collaborative

Seeking out opportunities for sharing and partnership

Engaged

With our city region and the wider world, with art and artists and with ideas and issues

Open

Welcoming and engaging with multiple voices, ideas and perspectives

Rigorous

Striving to do the best work, valuing quality.

31,264 PEOPLE INCLUDING **4,564** YOUNG PEOPLE
AGED **15-25** TAKING PART IN **713** TALKS, TOURS,
WORKSHOPS AND ENGAGEMENT EVENTS

289 VOLUNTEERS
ENGAGED, CONTRIBUTING:



11,608
volunteer hours



94 community
groups engaged



1,225 Inspire
£1 tickets used

**HOME SCHOOLS &
COLLEGES PROGRAMME:**



5,469 pupils
engaged from **114**
schools and colleges



16 RELAXED THEATRE
AND FILM EVENTS
ATTENDED BY **415** PEOPLE



3 BSL-led
exhibition tours



17 BSL-interpreted
film intros and events



3,700 Audio
Described and **284**
Caption Subtitled
film screenings



5 Audio Described,
5 Caption Subtitled
& **5** BSL-interpreted
theatre performances



50,538
visits to our exhibitions



232,200
tickets sold



16,578
theatre tickets for £10 or less (35% of all theatre tickets)



18,166
£5 student/job seeker tickets issued



2,734
children's tickets sold



Between 1 Jan & 31 Dec 2016, HOME was the second most visited attraction in Greater Manchester

Source: Marketing Manchester Intelligence Factsheet: Tourism – its value to the local economy.



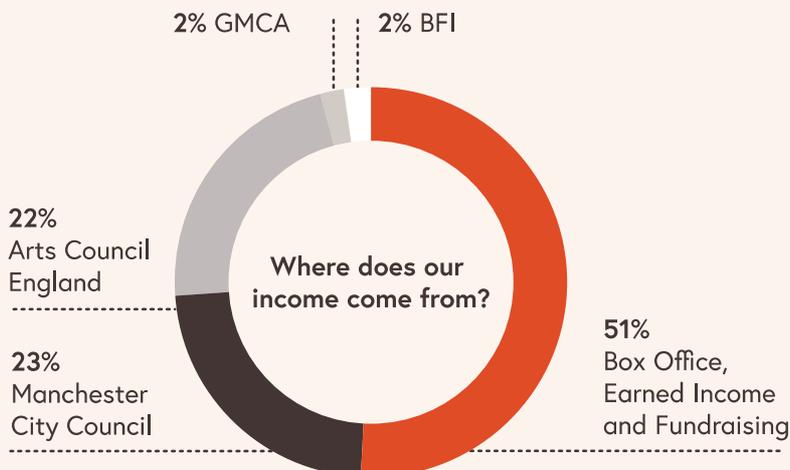
1,666,740
visits to the HOME website (+44%)



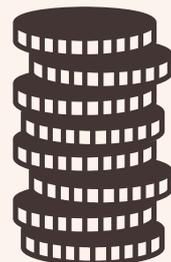
44,649
Twitter followers (37,121 in 2016/7)



318,205
views for HOME trailers, behind the scenes films, and online Q&As

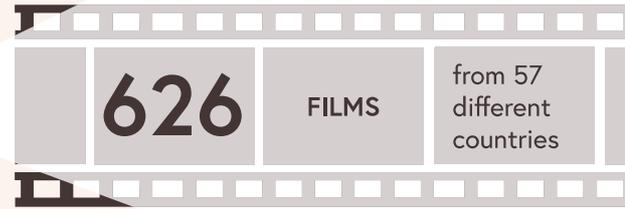


£6m
total income

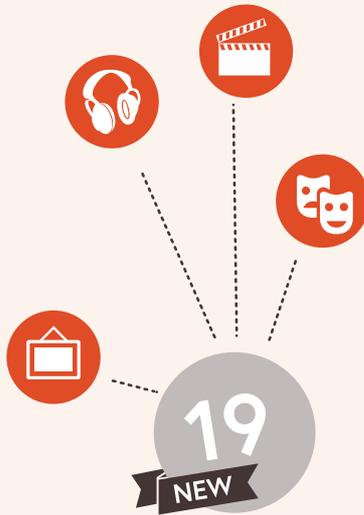




453 artists and performers from over **30** countries commissioned



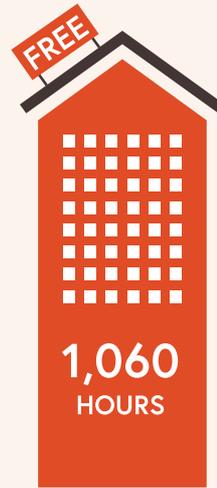
179 film events, intros, Q&As and panels with writers, directors, producers and actors



commissions across theatre, visual art, music and film (includes 2 books)



152 jobs created for technicians and creatives, **345** work experience attendances, **1** apprentice and **2** paid interns



worth of free rehearsal space provided to **137** theatre creatives, worth **£53,000** at commercial hire rates



local creatives showcased



33 Manchester School of Theatre performances featuring **144** students, presented in HOME's Theatre 2 space





ABOUT THIS ROLE

This role works closely with and supports the Executive Director in delivering the vision, mission and strategy for HOME, while protecting and developing HOME's brand. Through strategic leadership of the Marketing and Communications Team this role will ensure HOME continues to develop its practice to:

- Meet or exceed audience targets, and work to ensure HOME's audience is representative of Manchester.
- Increase income generation through ticket sales, private hires and ancillary trading.
- Increase HOME's profile across press, media and stakeholders, and to oversee digital communications including website and social media platforms.
- Ensure effective ticketing solutions and data management, and the highest standards in customer care.

As a Director, this role also supports and works with the Executive Team in developing and defining the strategic direction for HOME. It also supports the Executive to report into the GMAC board and sub-committees.

About the Marketing and Communications Team

The Marketing and Communications team is responsible for building and retaining audiences, visitors and participants to HOME, and articulating its mission and vision to stakeholders. The team is responsible for achieving visitor and income targets for HOME's cross-arts programme, and ensuring the audiences are diverse and reflective of the city. It includes the customer facing areas of HOME: Box Office, FOH teams, events and retail staff, ensuring that our customers receive the highest standard of customer care, service and engagement. It also encompasses the ticketing function: ensuring that data is effectively managed and utilised to the benefit of the charity.

Main Duties and Responsibilities

Strategic Planning

- To form part of a Directorate to support the Artistic Director & CEO and Executive Director in developing strategy and policy for HOME.
- To provide strategic direction to the marketing department through the execution and monitoring of an annual marketing and communication strategy and audience development plan.
- To ensure that the Marketing and Communications function stays at the cutting edge of new trends in digital marketing and comms.
- To work with the Head of Programming, Head of Film and Artistic Strategy Group to strategically inform choices that help ensure that our audience and box office targets are achieved.

ABOUT THIS ROLE

- To act as 'brand director' ensuring consistent use of HOME's brand guidelines in all marketing communications material across the organisation.
- To oversee and sign off all campaign plans to ensure they are aligned with the strategic goals of the organisation.
- To support the Executive Director to service and report to the meetings of the GMAC board and relevant sub-committees.
- To lead on significant marketing relationships including Visit Manchester, Marketing Manchester, Audience Agency, Cultural Destinations Steering Committee, City Co.
- To support the Executive Director in reporting into and communicating with key funders and stakeholders including Manchester City Council, Arts Council England, Greater Manchester Combined Authority and British Film Institute.

Management

- To lead the Marketing and Communications team, and to line manage the Head of Marketing, Head of Communications, Head of Customer Service and Senior Box Office Systems & Data Manager.
- To achieve and sustain a positive and engaged level of morale in the team.
- To ensure the best possible communications between the Marketing and Communications function and the other teams at HOME.
- To support the professional development of the Marketing and Communications team.

Income Generation and Audience Development

- To work with the Executive Director to develop the pricing and demand management strategy to increase yield, income and audience.
- To work with the Head of Customer Service and Events Manager to develop a strategy to increase income from events and hires.
- To manage the Head of Customer Service and Shop Manager to set and manage the annual retail budget, ensuring robust margins on products, constantly monitor ongoing performance and identify any business-critical issues to ensure income and profit are maximised.
- Act as point of contact for HOME's relationship with its catering provider, ensuring that the brands align, and we are maximizing overall income from food and beverage across the site.
- To work with colleagues across the organisation, including development and publications, to support their strategies in developing income for the organisation.

ABOUT THIS ROLE

- To work with the Head of Marketing to develop marketing strategies and campaigns to meet HOME's audience development objectives.
- To work with the Head of Marketing and Programming Team to grow and diversify audiences for our programme and meet sales targets.
- To contribute to developing and implementing an access policy that ensures HOME's programmes are open to the widest possible audience.
- To work with the Finance Director to ensure best standards in GDPR and data management.

PR, Media and Communications

- To work with the Head of Communications to plan and implement a Comms Strategy to best articulate the mission, vision and objectives of HOME across the widest possible range of platforms.
- To work with the Head of Communications to develop HOME's digital communications including website and social media.
- To work with the Executive Director and Development Director to develop and implement a stakeholder map and engagement strategy.
- To work with HOME's HR Manager and Head of Communications on an internal communications strategy.

Customer Care

- To manage the Head of Customer Service to ensure that a customer care strategy is created and delivered in line with best practice.
- To be the Director in charge of Customer Care to ensure that customer feedback is responded to within an agreed framework.
- To develop a strategy for FOH, Box Office and retail staff to ensure best standards of customer care while controlling financial overhead.
- To work with the Head of ITC and Senior Box Office Systems & Data Manager to implement digital projects including mobile ticketing.
- To work with the Finance and Operations Director to ensure best standards in GDPR.

Other Duties and Responsibilities

- To perform all tasks in line with HOME's commitment to providing the widest audience access.
- To contribute to good internal communication and business process management.
- To be an advocate and ambassador for the organisation

ABOUT THIS ROLE

- Implement GMAC policies, in particular those around diversity, sustainability and access.
- To keep up to date with financial, administrative and operational best practice.
- To carry out duties as deemed appropriate by the Executive Director.
- To work evenings and weekends as appropriate.
- To undertake national and international travel as required.

TERMS & CONDITIONS

Salary	up to £50,000 per annum.
Contract	This post is full-time permanent
Hours of work	<p>GMAC Ltd has a standard working week of 40 hours inclusive of meal breaks.</p> <p>Exact hours of work as required by demands of the post. Overtime payments will not be made, however time off in lieu, with the agreement of the Executive Director, will be available to cover any additional hours worked.</p>
Holidays	25 p.a plus statutory holidays.
Pension	GMAC Ltd operates a company pension scheme with a 3% company contribution that is available to all staff
Other benefits	Free cinema tickets Discounted theatre tickets Cycle to work scheme Discount in bookshop and restaurant
Probationary period	3 months

PERSON SPECIFICATION

	Essential	Desirable
Qualifications		Educated to degree level or equivalent in business, marketing, communications or related field
Specialist Knowledge	Excellent knowledge of and interest in the UK arts scene	Knowledge of legislation relating to copyright, data capture & GDPR
	Excellent understanding of and high level commitment to equality and representation	Proven successful track record of growing attendances and sales in a theatre and entertainment context
	Knowledge of brand management and development	
Experience	2 years+ in a senior marketing, communications or sales role	Experience of Box Office systems and ticketing software, ideally SR0/Top Tix Box Office System
	Experience of managing large teams or departments	Experience of retail and maximising income generation
	Experience of planning and managing budgets	Experience of working with volunteers
	Proven track record in delivering effective marketing and audience development campaigns that drive sales	
	Experience of analysing marketing metrics and producing reports that demonstrate the effectiveness of marketing campaigns	
	Experience of managing and developing direct reports	
	Experience of CRM systems and of using customer data to drive income, ideally in a theatre setting	

PERSON SPECIFICATION

	Essential	Desirable
Practical Skills	<p>Excellent organisational, scheduling and planning skills, including an ability to prioritise a sizeable workload and delegate tasks accordingly</p> <p>Strong IT skills</p> <p>Excellent communication skills – able to motivate a broad cross section of both internal and external partners including arts professionals</p> <p>Commitment to quality and accuracy and a great eye for detail</p> <p>Ability to write great marketing copy suitable for a wide range of audiences and multiple marketing channels</p>	
Disposition & Attitudes	<p>Commitment to, and an understanding of, Equal Opportunities</p> <p>Commitment to HOME's sustainability agenda</p> <p>Motivated collaborator and self-starter able to work calmly under pressure to deadlines</p> <p>Desire to learn new skills, with an excellent eye for detail and a problem solving Attitude</p> <p>Ability to embrace change in current processes and to continually improve own performance and that of the team</p>	

PERSON SPECIFICATION

Essential

Desirable

Personal circumstances

Willingness to work unsociable hours, including evenings and weekends when required.

HOW TO APPLY

Please complete the HOME application form telling us how you meet the Person Specification for this role return with a completed Equal Opportunities questionnaire.

The deadline for applications is **Thursday 23rd January 2020 at 12 noon**

Interviews will take place **the week commencing 3rd February 2020**

Please email a PDF copy of your application to
Claire.Fern@homemcr.org

Unfortunately, we cannot acknowledge receipt of applications.

If you have not heard from us by **Friday 31st January 2020** please assume that we will not be taking your application any further.

HOME strives to be an equality of opportunity employer

Thank you for your interest in this post.

CLOSING DATE

23RD JANUARY AT 12NOON

FUNDED BY



FOUNDING SUPPORTERS



HOME is a trading name of Greater Manchester Arts Centre Ltd, a company limited by guarantee, registered in England and Wales No: 1681278. Registered office 2 Tony Wilson Place, Manchester, M15 4FN Charity No: 514719.