

# HOME

## Director of Marketing & Communications

### Job Description

#### About HOME

HOME is Greater Manchester's international contemporary cross art form production and presentation centre. For six years it has had a focus on bringing curious multi-generational and diverse audiences together with great artists, art works and important ideas about the world we live in.

HOME is one of the few UK organisations to produce, present and curate work across film, theatre and visual art. HOME's programme is presented across:

- Five state of the art cinemas presenting one of the UK's most celebrated programmes of independent film.
- Two theatres – c.500 seat proscenium arch T1 and c.130 seat flexible studio theatre T2 – presenting HOME produced productions.
- 500m2 contemporary visual art space.
- Digital platforms.
- Talent development and engagement spaces.
- In the communities of Manchester

HOME also relies on trading and ancillary income to support the charity; including two bars, a restaurant, events spaces and retail space.

On the 16<sup>th</sup> March 2021 we were coming to the end of our most successful year ever. We had nearly 900,000 visits and a turnover of almost £6.5m (excluding F&B). HOME presented more than 7,000 events, and engaged with over 20,000 people through participation activity. Our independent assessment showed an economic impact to the city of Manchester of £26 million in 2019/20, including £1 million in health and wellbeing cost savings for the NHS. More information can be found [here](#).

Then the nation went into the first lockdown due to Covid-19. In the year that followed the building was open to the public for only 61 days and socially distanced at that.

Despite this, HOME has continued to deliver for artists and audiences. The award-winning Homemakers digital commissions have created nearly 40 pieces of original art available online. HOME's talent development and engagement programmes were delivered digitally, many in partnership across Manchester. HOME partnered with cinema platforms to deliver independent films to people's homes, and launched new titles through HOME Artist Film. Exhibition tours and theatre productions were presented live to digital or made available digitally.

HOME also recently launched a major summer arts project, [Homeground](#) – presenting new and existing work, and celebrating the art and artists of Greater Manchester.

### HOME's Strategy 2021-23

Covid-19 has had a fundamental impact on HOME, our sector and our city. Working with the board of trustees and the HOME team, and through consultation with audiences, artists and partners, a 2-year strategy has been developed.

The mission and vision for HOME were important before the pandemic, and will remain at the centre of HOME's strategy.

However, how we approach realising our vision and delivering our mission the next two years must be framed in recovering and rebuilding post-pandemic, and setting a course for the next five years. This is not just in our response as a business and charity, but our civic duty to the city region and its residents.

This strategy diagram shows:

- Why our mission and vision are important over this two year period.
- How the organisation will deliver this mission and vision.



### **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.
- 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 subcommittees.
- 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, and Head of Customer Service.
- 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.
- 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.

### **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 Marketing and Head of ICT 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-
- 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 and Conditions**

**Salary:** up to £50,000 per annum.

**Contract:** This post is full-time permanent.

**Hours of work:** GMAC Ltd has a standard working week of 40 hours inclusive of meal breaks.

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.

**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 Spec**

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications/Specialist Knowledge</b>	<p>Excellent knowledge of and interest in the UK arts scene</p> <p>Excellent understanding of and high level commitment to equality and representation</p> <p>Knowledge of brand management and development</p>	<p>Educated to degree level or equivalent in business, marketing, communications or related field</p>
<b>Experience</b>	<p>2 years+ in a senior marketing, communications or sales role</p> <p>Experience of managing large teams or departments</p> <p>Experience of planning and managing budgets</p> <p>Proven track record in delivering effective marketing and audience development campaigns that drive sales</p> <p>Experience of analysing marketing metrics and producing reports that demonstrate the effectiveness of marketing campaigns</p> <p>Experience of managing and developing direct reports</p> <p>Experience of CRM systems and of using customer data to drive income, ideally in a theatre setting</p>	<p>Experience of Box Office systems and ticketing software, ideally Spektrix Box Office System</p> <p>Experience of retail and maximising income generation</p> <p>Experience of working with volunteers</p> <p>Experience of delivering against commercial income targets</p> <p>Experience of/Understanding of event management or venue operations processes and procedures</p>

	<b>Essential</b>	<b>Desirable</b>
<b>Practical Skills</b>	<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> <p>Commitment to customer service excellence, and delivery of outstanding visitor experience</p>	<p>Ability to deliver event logistics and operational activities to a high standard</p>
<b>Disposition &amp; Attitudes</b>	<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>	



---

	<b>Essential</b>	<b>Desirable</b>
<b>Personal Circumstances</b>	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 19th July 2021 at 12 noon.

Interviews will take place the week commencing 26th July 2021.

Please email a PDF copy of your application to [recruitment@homemcr.org](mailto:recruitment@homemcr.org)

Unfortunately, we cannot acknowledge receipt of applications. If you have not heard from us by Monday 26th July 2021, 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  
12 NOON ON 19TH JULY 2021