

RECRUITMENT PACK

DIRECTOR OF COMMUNICATIONS AND COMMERCIAL



THE CIVIC BARNSELEY

ABOUT US

The Civic is an ambitious and passionate organisation. We aim to reach as many people in our town, our borough and our region as possible through incredible performances, contemporary visual arts exhibitions and through our engagement work. We will utilise digital platforms to extend these ambitions nationally and internationally and to those who currently cannot attend The Civic locally.

The Civic Barnsley is entering its twelfth year of operations since it reopened in 2010. The future is looking optimistic, with a capital redevelopment plan underway which will help reshape and refocus the organisation. A new CEO started in September 2021, bringing a fresh, new vision and impetus to the organisation, which will look at developing new partnerships, securing new and additional funding and earned income streams and steering the capital development build through its realisation and into operation.

2021-2022 was a year of development for the organisation, which included a review of the artistic programme, creating synergies across the artistic output of the organisation from the theatre to the gallery and the education and outreach work, this will then be fully realised in year 2022-2023. This has already been successfully trailed in the No Boundaries work over the past year at the organisation. Additionally, the opportunities for earned income will be increased through venue hire, bar sales, events and the use of Mandela Gardens, which will help support diversifying and developing the artistic programme.

Throughout the financial year 2020-2021 The Civic was closed more than it was open which has proven difficult for the organisation to progress its plans across all its work and in particular the capital redevelopment. 2022-2023 will see rapid development in all areas, built on the work undertaken in 2021-2022.

We have adjusted our timelines for the delivery of our plans, which reframes them due to the pandemic. Our aim is to be a major destination for the people of Barnsley, the borough, South Yorkshire and beyond to enjoy the arts, cultural and creative activity. We will be a vital and essential part of our community and will work to build more links to schools, community groups and across nearby towns to develop these relationships. We will utilise Arts Council England's Let's Create strategy and embed the Investment Principals in our work, across the staff and the board teams.

We are exploring opportunities to increase our earned income, become more relevant and visible in Barnsley and the borough and encourage more people to utilise our building as artists, as community groups and audiences in our theatre and gallery. This is alongside our hires to groups for meetings and events.

The capital work at the Eldon Street end of the building will accelerate throughout 2022-2023 and will be near completion by the end of March 2023. This will open the original front door of The Civic and develop the whole front of the building to commercial and creative uses.

We will also develop our existing spaces, making it look and feel more like an arts centre and create a new space for artists to develop their work, alongside environmental actions to reduce our carbon usage and take us towards net zero.



CORE AIMS

The Civic is a contemporary arts centre positioned in the centre of Barnsley. It comprises a range of facilities including a 336-seat performance space and events venue, a contemporary design led gallery space, creative working spaces that can be utilised as meetings rooms, workshop spaces or business units for creative organisations and three currently unfinished floors which will form part of future capital redevelopment projects (post 2025-2026).

The Civic was created for its community as an asset and resource for them to enjoy, utilise and benefit from. All aspects of the venue are therefore underpinned by our charitable objectives.



Southpaw Dance Company: Speakeasy



Utopia Theatre: Here's What She Said to Me

OUR VISION

Our vision for the organisation is to be:

'A place for all to enjoy amazing cultural experiences'

We are fully committed to this vision and will embed the Arts Council England investment principles in our work and delivery:

> **Ambition & Quality**

> **Inclusivity & Relevance**

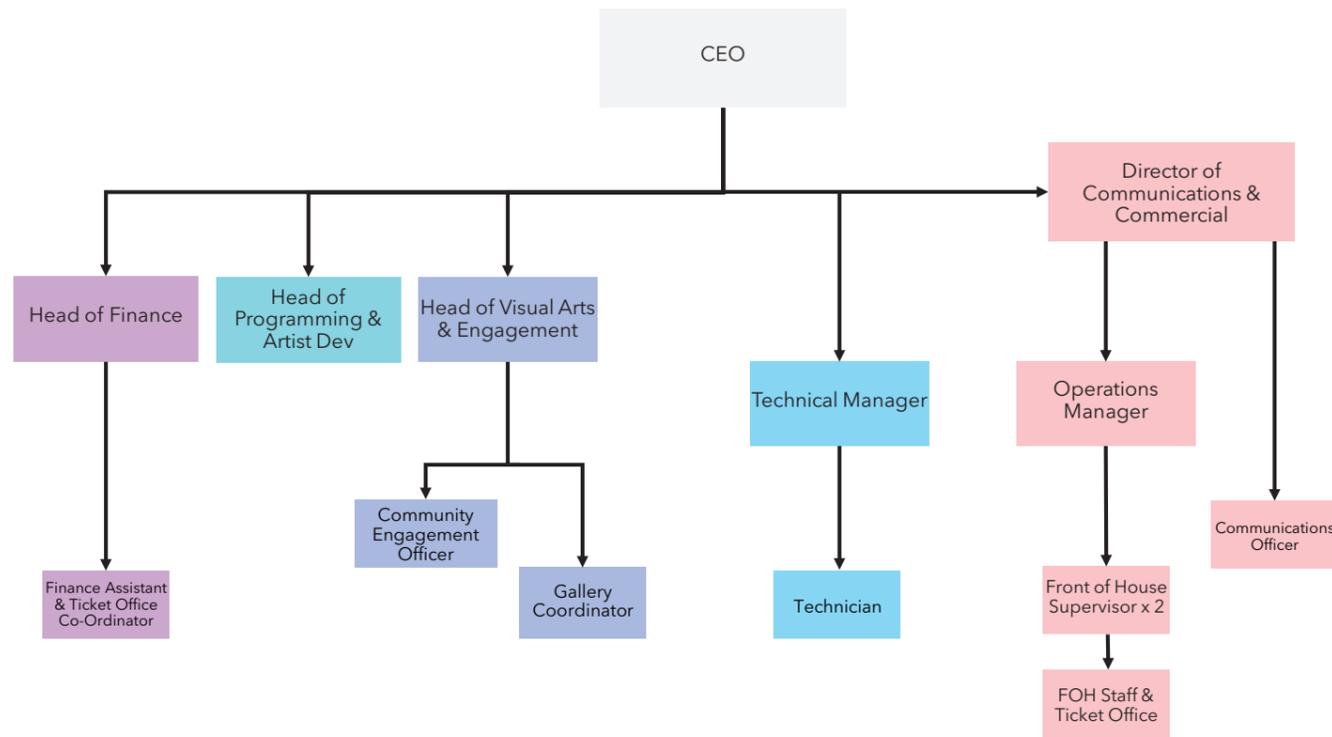
> **Dynamism**

> **Environmental Sustainability**

We have set the following objectives for 2022-2023 and beyond:

- To have developed our artistic programme across the theatre and gallery, attracting more audience members from a wider demographic and geographic reach.
- To fundamentally change the perception of the organisation and encourage more people into our building for meetings, chats and relaxing in our Panorama space overlooking Mandela Gardens, attending community groups which will be hosted in our building and as artists creating and developing work with us.
- To have strengthened our digital delivery strategy – attracting new and more audiences to the organisation's work.
- To be successfully delivering our audience development strategy to create stronger connections with the community, utilising audience segmentation models and our existing data to drive attendance.
- To fully review our relationships with existing, new and potential audiences and the citizens of the town and borough which will inform the marketing and business plans for the next 5 years.
- To be successfully delivering our commercial strategy – attracting more hires and increasing ancillary spend in the building.
- To be securing our long-term sustainability.
- To have a diverse set of Board members, who are representative of contemporary England and the local community coupled with the required expertise, which is ensuring that the Creative Case for Diversity is strengthened throughout our organisation.
- To be delivering the capital project, with continued fundraising to realise all our ambitions.

ORGANISATION CHART



JOB DESCRIPTION FOR:

DIRECTOR OF COMMUNICATIONS AND COMMERCIAL

Responsible to:	Chief Executive
Responsible for:	Communications Officer
Liaison with:	(internal) CEO, Heads of Department, Operations Manager, Technical Manager and other staff as required for the delivery of the post. (external) BMBC, local businesses, commercial tenants and partners, potential venue hirers e.g. local dance schools, private parties, weddings.
Salary:	Up to £40,000 depending on experience
Location:	Primarily office based with some home working possible.
Working arrangements:	35 hours per week - full time. Some evening and weekend work required

MAIN PURPOSE OF ROLE:

The Director of Communications and Commercial is a member of the senior leadership team and contributes to the strategic direction of the organisation.

The purpose of the role is to:

- Manage and deliver the communications function and commercial aspirations of The Civic, delivering outstanding external and internal communications and achieving identified commercial targets.
- Elevate the profile of The Civic locally, regionally and nationally.

You will lead a team of one initially, with opportunities to expand as the organisation grows through successfully delivering its aims.

DUTIES & RESPONSIBILITIES:

COMMUNICATIONS

1. Responsibility for overseeing the day-to-day communications of the organisation, liaising with other staff members, visiting companies, the media and others, delivering a high level communications function.
2. Gather, analyse, utilise and share data on all aspects of The Civic to develop strategy, inform decision making and reporting, utilising audience tools such as Audience Insight and others to maximise data analysis and usage in our processes.
3. Work across The Civic teams to engender an understanding and enthusiasm for communications, sales and income generation.
4. Develop innovative, effective, evidence based communication strategies which place The Civic in the collective consciousness locally and regionally with some national impacts. Additionally, support the CEO to raise The Civics' profile and make impact nationally and potentially internationally. Create, test and deliver a refreshed communications strategy.
5. Support the CEO in developing capital and revenue fundraising applications and campaigns.
6. Develop brand and communications material, placing The Civic in a contemporary context with wide appeal. Gravitating towards a digital-led delivery.
7. Develop campaigns to target new user groups and to maintain attendance by regulars of the organisation's activities in the theatre, the gallery, engagement and outdoors.
8. Develop a strong brand and visual identity for the organisation which permeates all of our activities, and in particular a mobile first website, brochure and digital presence.
9. Meet sales targets for all activities, from tickets to hires and liaise closely with the Operations Manager to support bar and ancillary spend targets.
10. Work symbiotically with the Communications Officer to create and deliver communications and commercial strategies.
11. Liaise with visiting companies, hirers and others to provide outstanding service and support to those we are working with. Provide clear and inspiring leadership for the Communications Officer and across the team, engendering a 'can do' attitude.
12. Develop and deliver specific communications / marketing campaigns as required e.g. specific performances or venues hires etc.
13. Develop a culture of testing and learning from campaigns and share that across the organisation.

DUTIES & RESPONSIBILITIES:

COMMUNICATIONS

14. Work together with the Head of Programme, Head of Visual Arts and CEO to support the creation, decision making and delivery of the organisation's programme.
15. Review ticket and hire pricing and advise the CEO on any suggested changes.
16. Manage any external relationships such as local media, designers, advertising, digital etc, cultivating new media contacts to support the delivery of key Civic messages. Work with all Heads of Departments and others to ensure that each area is given appropriate marketing and communications support, is fully understood and that strategic conversations and delivery are implemented.
17. Set and monitor budgets, income and expenditure and report this regularly to the CEO.
18. Lead on all internal communications, ensuring they are delivered in a timely and sensitive manner.
19. Create and lead on an Annual Review print and interactive digital document which highlights the successes and achievements of the organisation.
20. Manage the communications budget.
21. Develop and implement a CRM system and maintain up to date database of communications contacts.

COMMERCIAL

1. Meet all lettings, hires and sales targets as agreed with the CEO.
2. Engage proactively with potential tenants, hirers and others to maximise earned income for the organisation.
3. Represent the organisation at events which promote the opportunities for hires etc at The Civic.
4. Deliver events and activities which promote The Civic to potential hirers e.g. cultivation events demonstrating our spaces and our front of house team.
5. Proactively investigate new potential sources of commercial income generation.
6. Provide exceptional customer service in all dealings at all times.
7. Provide regular reports to the CEO and Heads of Departments and on all earned income activity. Generate regular sales reports against marketing plans and demonstrate return on investment against activities, with learning and recommendations regularly shared.
8. Work closely with the Operations Manager to devise and deliver events and activities.
9. Devise, sell and deliver hire packages e.g. weddings, parties.

DUTIES & RESPONSIBILITIES:

GENERAL

1. Proactive and positive approach which inspires the team and to cross pollinate ideas and opportunities to enhance the delivery of the organisation.
2. Proactive engagement as a member of the Senior Leadership Team, contributing to the strategic development of the theatre and business objectives.
3. Contribute to annual budget forecasting, reporting and presenting at Board and other meetings.
4. Carry out any evaluation projects as required/ requested.
5. Engage in training and development as and when required by the CEO.
6. Be a member of the Arts Marketing Association and attend events and activities, highlighting the work of the Civic.
7. Uphold and comply with the organisation's policies and procedures and the law in relation to health and safety, financial regulations, equal opportunities, data protection required for the effective and appropriate operation of the venue.
8. Undertake any other duties commensurate with the salary and level of responsibility of the post as directed by the CEO.

This job description is intended as a guide to the nature of the work required of this position. It is neither wholly comprehensive nor restrictive and is subject to review.

EMPLOYEE SPECIFICATION FOR: DIRECTOR OF COMMUNICATIONS AND COMMERCIAL

Criteria	Essential (E)/ Desirable (D)
EXPERIENCE	
Experience in leading, devising and delivering communications strategy for an organisation	E
Proven experience in delivering innovative and highly effective communications campaigns across the full mix of marketing channels	E
Extensive expertise in digital marketing across all digital platforms	E
Expertise in creative campaigns and content commissioning	E
Outstanding written and verbal communication; confident in presenting, report writing and creative concept development	E
Outstanding relationships with designers and content creators	E
Extensive knowledge and experience of the media, press and advertising landscape	E
Extensive experience in a commercial and earned income environment with targets	E
Experience of developing strategies and budgets to meet commercial targets and monitoring your / your team's performance against budget	E
SKILLS	
Innovative thinker with proven imaginative solutions to commercial challenges	E
Outstanding communication skills (verbal and written)	E
Outstanding customer service skills & customer focused	E
Exceptional time and priority management	E
A team player with a pro-active approach	E
Outstanding ITC skills with knowledge of Microsoft Office packages	E
BEHAVIOURS	
A collaborative and motivational leader who inspires the team and drives change	E
An entrepreneurial approach and is commercially driven	E
An exceptionally organised and effective project manager	E
Ability to communicate on all levels of the organisation	E
Creative problem solver	E
Commitment to diversifying audiences and community engagement	E
Able to delegate when necessary	E
Ability to work under pressure, meet deadlines and keep calm at all times	E

Criteria	Essential (E)/ Desirable (D)
SPECIFIC JOB-RELATED KNOWLEDGE	
Excellent understanding of GDPR compliance and data integrity	E
Understanding of digital and social media and corresponding audience behaviour	E
Up-to-date knowledge and understanding of digital marketing	E
Brand awareness and positioning within the market as well as competitor understanding	E
Budget management	E
Understanding of national and regional arts media culture	D
Knowledge and experience using a computerised Box Office and database systems	D
EDUCATION/QUALIFICATIONS	
Minimum of 5 years at executive/ management level in a similar organisation	E
ADDITIONAL FACTORS	
Expectation to work unsociable hours, evenings and weekends	E
A passion for culture and how to successfully commercialise the opportunities of The Civic	E

IMPORTANT INFORMATION



Distances
from Barnsley
Sheffield 20mins
Leeds 25mins
Manchester 70mins

LOCATION

The Civic
Hanson Street
Barnsley
South Yorkshire
S70 1QA

SALARY

up to £40,000, dependent on experience and skills

WORKING PATTERN

35 hours a week – some evening and weekend work required

ANNUAL LEAVE

25 days plus an additional day off on your birthday

ADDITIONAL BENEFITS

Free theatre tickets
Free admission to Gallery exhibitions

EQUALITY

The Civic passionately believes in equality of opportunity. We encourage applications from every part of society and will strive to make any necessary adjustments for the successful candidate and interviewees.

Applications, including personal information, equal opportunities form and application to admin@barnsleycivic.co.uk

Maximum 3 sides of A4 in Ariel 11 point, using the information given to illustrate why you are the best person for this role and meet all the essential criteria. Tell us about your previous work history and how this has given you the skills and experience required for this role.

Deadline: 12noon 11th April 2022

Interviews: 20th April 2022 in person at The Civic in Barnsley



www.barnsleycivic.co.uk

THE
CiVIC
BARNSELY



Body Beautiful:
Diversity on the Catwalk
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