

Head of Marketing

The Bush Theatre is looking for a creative, strategic and sales-focused Head of Marketing to lead the theatre's marketing and communications strategies and the development of our brand. You will have proven marketing experience, a passion for audiences and be a tireless advocate for the company's work.

How to apply

This pack contains the Head of Marketing job description and person specification. To apply for the post please send a completed equal opportunities monitoring form along with your application.

We want you to have the opportunity to really tell us about yourself and explain to us why this position is right for you in whatever way feels most appropriate to you. All applications will be judged on content not on format.

Option 1: Fill out the Bush application form

Option 2: Send one of the following, alongside a basic CV:

- A personal statement (500 words max)
- Presentation - Keynote or PowerPoint
- Short video or sound file (5 minutes max)

All applications should address the following questions

- Tell us a little about yourself and what has brought you to this point in your life
- Why is the Head of Marketing role at the Bush the right opportunity for you at this time
- Tell us what experience you have had that means you meet the person specification outlined in the job description, include practical examples

If you are applying in writing please send your application via email along with your equal opportunities form to jobs@bushtheatre.co.uk with **Head of Marketing** in the subject line.

You can upload a video or sound file with your equal opportunities form and CV to us using the We Transfer service <https://wettransfer.com/> – when using this service please send your file to jobs@bushtheatre.co.uk with **Head of Marketing** in the subject line.

Alternatively, you may post your application to:

Jessica Pentney
Bush Theatre
7 Uxbridge Road

Shepherd's Bush
London
W12 8LJ

If you have any need for this information in a different format please contact our Theatre Administrator, Jessica Pentney by email jessicapentney@bushtheatre.co.uk or phone 0208743 3584.

Deadline for applications is **10am on Thursday 25 March 2021.**

1st interviews will take place on Thursday 1 April 2021.

2nd interviews will take place on Monday 5 April 2021.

The value of equal opportunities runs through the heart of the organisation. Our diverse team and their range of experiences are vital to the Bush's success, but we still have work to do to make sure that Bush staff represent the communities we serve. **We actively encourage people with different backgrounds to join us. We are particularly keen to receive applications from people of colour and disabled people who are currently underrepresented in our team.** All disabled candidates who meet the minimum criteria will be invited to interview.

[Meet the Bush team](#)

Data Policy

Your application and any associated personal information will be stored and processed in accordance with our Data Policy and destroyed after six months. We will keep your equal opportunities form for a period of up to 6 months, after which point the data will be anonymised and aggregated for monitoring purposes. If you are engaged by us, the information you supply will be kept securely and form part of your record with us.

HEAD OF MARKETING Job Description

Responsible to: Executive Director

Responsible for: Press Manager, Digital Marketing Officer, Marketing and Sales Officer

Oversight of: Casual Box Office team

JOB DESCRIPTION

Background

**“One of the most experienced prospectors of raw talent in Europe.”
– The Independent**

Under the leadership of Artistic Director Lynette Linton, the Bush Theatre is committed to presenting a diverse and innovative programme of new writing that speaks to and reflects contemporary society in all its diversity.

After nearly 40 years in residence over a pub on Shepherd's Bush Green, the Bush Theatre moved into the Old Library in Shepherd's Bush in October 2011. In 2017 we concluded a £4m redevelopment project to complete the transformation of the old library, making the building more accessible, more sustainable, and open to even more people; allowing us to produce more work, reach out to more people, and support more artists.

Recent successes include Arinzé Kene's *Misty*, and *Jellyfish*, by Ben Weatherill which transferred to the National Theatre, *Baby Reindeer* by Richard Gadd and *Chiaroscuro* by Jackie Kay.

Purpose of the role

As a senior manager and department head you will work closely with the Executive and Artistic directors and senior team at the Bush Theatre to:

- Devise and deliver the overall marketing, communications and audience development strategies for the theatre
- Maximise income from the productions; setting and taking responsibility for £500k of ticket sales each year
- Maximise the reach of the Bush's work to further diversify our audiences
- Maintain and develop the Bush Theatre brand

We are looking for someone who will grow and develop alongside the Bush. You do not need to have held a Head of Marketing position to apply.

Main Duties and Responsibilities

Marketing

- To devise and deliver the Bush's marketing strategy with the support of the Executive Director; setting targets and timelines for delivery
- To lead the marketing department in the implementation of marketing campaigns for Bush Theatre shows along with other activities – including community, development, events and the Library Bar
- To conduct detailed sales analysis and use data insights to plan and evaluate marketing campaigns
- To effectively manage and brief partner agencies
- To drive the continuing evolution of the Bush Theatre brand, to best reflect and articulate the theatre's mission and programme

Press and Communications

- To oversee the work of the Press Manager to ensure integrated marketing and media campaigns
- To coordinate the Marketing and Front of House teams to carefully manage any crisis communications.
- To monitor and report on marketing KPIs in the Bush Theatre's action plan and quarterly board reports, and create internal reports and reports for board, funders and statutory reporting as requested
- To lead on the internal communications strategy

Audience Development

- To deliver audience development initiatives – bringing the Bush's evolving programme to new and diverse audiences
- To retain and grow the Bush Theatre's regular audience using Spektrix, Audience Finder and other systems

Sales, Ticketing and Customer Service

- To advise on the artistic programme, particularly in setting optimum performance schedules, ticket pricing and sales targets
- To develop and monitor the Bush's pricing strategy to increase attendances and advance booking, whilst enabling access
- To oversee box office systems and activities, working with the Venue Operations Manager to deliver an inclusive welcome and high quality of customer service for diverse audiences and participants.

Management

- To manage and control all department budgets
- To line manage and develop the marketing team with an overview of the team of

- casual box office staff
- To act as named data controller for the organisation and devise policies in accordance with to GDPR

General

- Attend read-throughs, sharings, Preview, Press and Supporters' Nights and other Bush Theatre events as required
- Adhere to, and actively contribute to, Bush Theatre policies, including Equalities (diversity, access, equal opportunities), Environmental and Health & Safety
- Any other duties as reasonably required

PERSON SPECIFICATION

Essential

- An affinity for the mission, vision and work of the Bush Theatre and a passion to play a key role in shaping and achieving the theatre's success
- Experience of leading innovative and successful marketing campaigns to develop new audiences and achieve sales targets
- Up-to-date knowledge of sales and data-analysis techniques and experience of applying them and utilising findings effectively to inform decision making
- Experience and flair for creating and managing effective design briefs
- Exceptional writing skills with an ability to write informative, accurate and creative copy
- Excellent eye for detail and exemplary proofreading skills
- Experience of leading and managing staff and freelance contractors, with the ability to create an open and positive atmosphere in which people can give their best and where success is recognised and poor performance addressed constructively
- Up-to-date knowledge of the latest digital and social media marketing and communications techniques
- Strategic and creative thinking
- A positive attitude with a high level of self-motivation and ability to work on your own initiative
- Excellent organisation and planning skills with proven ability to work flexibly under pressure, to prioritise and to meet deadlines
- Strong financial management skills including forecasting and proven ability to work within allocated budgets
- Ability to communicate effectively with people at all levels, both internally and externally
- An understanding of equal opportunity and cultural diversity issues in the delivery of our services
- Proven IT skills and previous experience of social networking

Desirable

- Experience of taking an active leadership role within an organisation or team
- Experience of ticketing, sales and box office related activities
- Experience of providing an inclusive welcome and high quality of customer service
- Knowledge and experience of the implementation of GDPR guidelines and procedures

TERMS & CONDITIONS

Hours:	35 Hours per week across at least five days
Salary:	£30,000 - £32,000 pa
Holidays:	30 days per annum inclusive of Bank Holidays Rising to 31 days after two years' service Rising to 32 days after four years' service
Probation:	Six months
Contract type:	Permanent

Other Benefits:

- Interest-free season ticket loan (after probation)
- Cycle to work scheme
- Complimentary tickets to all Bush productions subject to availability
- 10% discount on food and drink at the Library Cafe Bar
- Access to a confidential counselling service