

JOIN THE JOURNEY...



Tobacco Factory Theatres is a place of welcome and wonder. A safe and inspiring place to share stories and be creative. Based in the iconic Tobacco Factory in South Bristol, our work connects people through the power of live theatre and the arts.

We present over 300 performances annually to audiences of over 50,000 including bold in-house productions and co-productions with nationally respected companies. We also receive many of the country's top touring performances, from exciting new work to comedy, music, spoken word and work for families.

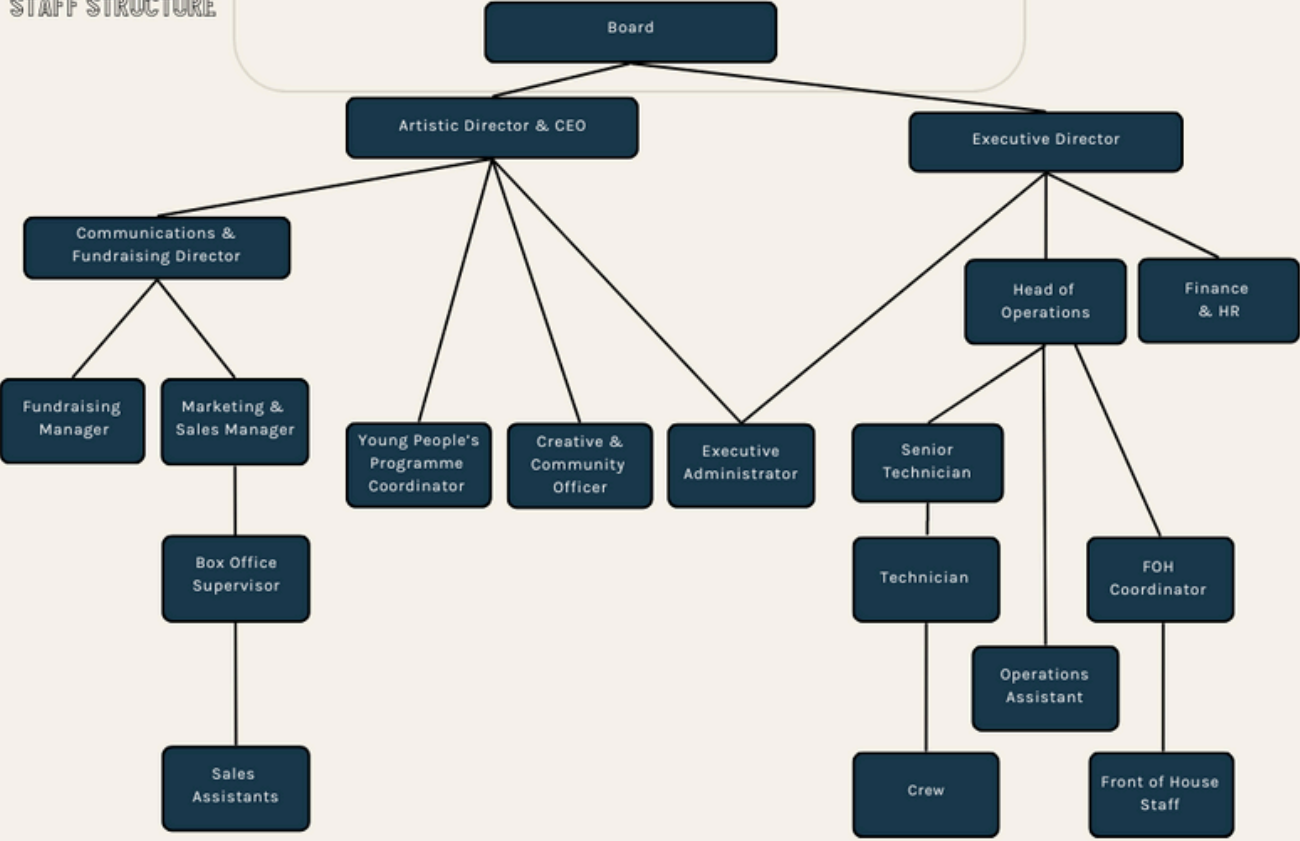
We have two dynamic spaces, The Spielman which houses our experimental and engagement programme and The Factory, a flexible and unique space which presents work in a variety of ways including our distinctive 'in the round' configuration.

Over 400 local creatives take part in our Artistic Development programmes; including our Acting and Writers Labs and city wide Artist Membership scheme. We are proud to offer thousands of creative learning and participation opportunities to local people through our Get Involved programme from regular workshops to bespoke offers.

In 2023, we made our work more accessible than ever with 1,377 financial difficulty tickets issued for those who would not be able to attend at the standard or concessionary price. At Christmas we were delighted to offer our first, free Community Performance for local youth projects, refugee charities who support asylum seekers, school children and organisations working with people with additional needs.

Working from a place of sustainability, this coming year at TFT promises to be an exciting time of growth with 3 new in-house productions; *The Marriage of Figaro* (co-produced with Opera Project), *Hansel and Gretel* (co-produced with New International Encounter) and *The Winter's Tale* (directed by our Artistic Director, Heidi Vaughan). These productions will compliment our extensive received programme and dynamic Get Involved activities, bringing opportunities to welcome even more people through our doors as part of our wonderful journey.

STAFF STRUCTURE



Job Title: Marketing and Sales Manager
Reports To: Communications and Fundraising Director
Responsible for: Box Office Supervisor

SCOPE

The Marketing and Sales Manager is a driving force behind the smooth, sustainable and efficient running of our dynamic Sales department. You will ensure that your output supports all areas of our work and realises the growing ambition of our innovative and entrepreneurial charity.

You will manage the Sales team, ensuring income targets are met, compliance and best practice is always achieved and that the Box Office Supervisor and sales team are motivated and encouraged to flourish. The Marketing and Sales Manager will also deliver on an annual Sales target which we intend to grow as an essential income stream in achieving sustainability for the organisation. This is a four day per week position (32 hours per week). Occasional evening and weekend work will be required.

KEY RESPONSIBILITIES

- To maximise marketing and promotion of the organisation
- To maximise Box Office sales and ensure high standards of customer service
- Ensuring all public-facing sales assistants are regularly trained and well-informed of organisational details, processes and policies
- To lead on all aspects of ticketing for bookings and related sales in liaison with the Arts, Sales and Operations Teams

JOB RESPONSIBILITIES:

Marketing:

- Produce and manage marketing campaigns for visiting companies, hires, fundraising campaigns and full engagement programme
- Implement, manage and administer the digital and social media outlets including developing a digital marketing and social media content plan
- Create content using design and video editing software (training will be provided).
- Produce eflyers using DotDigital
- Provide data analysis and support the Communications & Fundraising Director in producing regular evaluation of the department's work

- Work closely with the Communications & Fundraising Director to deliver impactful audience development campaigns
- Support the Fundraising Manager in the delivery of fundraising and development campaigns
- Collate, create and produce Tobacco Factory Theatre's venue mini-guide and other printed matter alongside the Communications & Fundraising Director
- Produce effective copy and proof-reading all printed, digital and other marketing and promotional materials
- Liaise with the Communications & Fundraising Director to produce and manage the press and communications strategy

Sales:

- Line Manage the Box Office Supervisor
- Develop and implement training plans for Sales Assistants to develop skills in sales, marketing and communications
- Recruit and onboard any new Sales staff as required
- Manage and grow the Ticket Agent clients
- Oversee the Spektrix programming, sale and end of run reporting processes for all shows
- Manage the budgets, reporting and banking for the Box Office
- Hold manage and update box office contracts and agreements

Other:

- Support on other advocacy documentation such as Annual Reviews
- Support funding campaigns and applications
- Be onsite to support projects
- Have a presence amongst city-wide marketing forums and industry specific forums

PERSON SPECIFICATION

We would like to hear from people who have:

- Extensive experience of managing Marketing campaigns
- Demonstrable experience using a point of sale or ticketing system
- Experience developing and implementing digital and social media campaigns
- Strong organisational skills with meticulous attention to detail
- Experience of managing budgets and financial controls such as cash handling, banking and reconciliation experience
- Experience of managing and motivating a staff team
- Experience in working to targets
- Computer literate (Microsoft Office, Box Office and booking software, design packages)
- Experience working in a busy sales environment
- Excellent customer service skills
- Excellent oral and written communication skills
- A willingness to work flexible hours

Applicants may also have:

- A passion for developing communication skills
- Experience of working within the cultural sector
- Experience of best practice with regard to Equality, Inclusion, Diversity and Belonging
- An understanding of General Data Protection Regulation, 2016 (GDPR)
- The ability to multitask in a highly pressurised environment
- An entrepreneurial thinker with a can do approach to problem solving



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TERMS & CONDITIONS

Contract:

18 MONTH – Fixed Term Contract with potential to extend

Hours per week:

4 days / 32 hours per week (0.8 FTE)

Annual salary:

£29,000 pro rata

Hours:

Mainly daytime office hours. Some evening or weekend work may be required.

Holiday:

30 days pro rata including bank holidays.

Employer:

Tobacco Factory Arts Trust

Location of post:

Tobacco Factory Theatres, Raleigh Road, Bristol, BS3 1TF.

Probation period:

Three months during which notice will be one week

Notice thereafter:

Two months

APPLICATION PROCESS

All applications will be considered.

Whilst we welcome applications from people of all backgrounds, we encourage applications from people whose identities or backgrounds are under-represented in our organisation, including those who face barriers to opportunities, people from working class backgrounds, people from the LGBTQIA+ community, and people from Black, Asian, traveller, mixed heritage or other global majority backgrounds.

If this applies to you, please refer to this in your application and we will guarantee an interview if you meet the criteria listed in 'We would like to hear from people who have'.

If you require an Application Pack in an alternative format or have any questions about this role or the application, please email:

recruitment@tobaccofactorytheatres.com

To apply:

Please email recruitment@tobaccofactorytheatres.com with the subject 'Marketing and Sales Manager' and include all of the following:

- Completed application form outlining your experience against the personal specification.
- Or a short film/audio file detailing relevant experience and why you want this role
- A completed Equalities Monitoring form

Deadline:

10am Friday 19 July 2024

Applications received after that time cannot be considered.

Interviews:

Friday 26 July 2024

Start date:

ASAP following offer.

TOBACCO FACTORY THEATRES

tobaccofactorytheatres.com

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**ARTS COUNCIL
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