

# NOTTINGHAM PLAYHOUSE

Recruitment Pack

## AUDIENCE DEVELOPMENT MANAGER (Schools, Students and Young People)

June 2021



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**ARTS COUNCIL  
ENGLAND**



**Nottingham  
City Council**



## AUDIENCE DEVELOPMENT MANAGER (Schools, Students, Young People)

Thank you for your interest in the post of **Audience Development Manager (Schools, Students and Young People)** at Nottingham Playhouse.

Nottingham Playhouse is looking to appoint a brilliant marketer with a passion to introduce theatre and the performing arts to young people.

The ideal candidate will combine outstanding interpersonal and communication skills with a flair for creating and delivering multichannel marketing campaigns. They will be able to develop and grow positive relationships with young people and their communities, as well as schools, colleges and universities. Able to balance the creative with the practical, they will be happy to translate data into action. They will relish the chance to introduce Nottingham Playhouse's work to the wider world, from our award-winning productions to our ground-breaking participation programme.

This is a 3 day a week role, job sharing with the Audience Development Manager (Adults, Communities and Groups)

### In this pack you will find

- Information about Nottingham Playhouse
- Job Description
- Person Specification
- Terms and Conditions
- Equal Opportunities / Access Information
- How to Apply



## ABOUT NOTTINGHAM PLAYHOUSE

**We create theatre that's bold, thrilling and proudly made in Nottingham.**

Awarded Regional Theatre of the Year 2019 by The Stage, Nottingham Playhouse is one of the country's leading producing theatres and creates a range of productions throughout the year, from timeless classics to innovative family shows and adventurous new commissions.

Under the leadership of Chief Executive, Stephanie Sirr and Artistic Director, Adam Penford, we are mounting more varied and ambitious productions, attracting a host of high-profile performers and creatives, garnering increased media attention and commercial interest.

We want our theatre to be a space where everyone feels they belong, and we use our stage to tell diverse stories that reflect our city. Our wide-reaching participation programmes create life-changing experiences for our community and we also support the next generation of theatre-makers in the East Midlands through our extensive Amplify programme.

Nottingham Playhouse is also a registered charity (no. 1109342). All of the funds we raise help to ensure we're reaching as many people as possible to give them new opportunities and create lasting memories.

Our building has grade II\* listed building status and is home to Anish Kapoor's *Sky Mirror*.

Click [here](#) to watch our introductory video.



## WHAT OUR COMMUNITY THINKS

***"Honestly, the final few minutes of the first act were some of the most captivating, powerful and heart wrenching I've seen on stage. Incredible!"***

– Audience member Aiden Parr on *The Madness of George III*

***"Nottingham Playhouse has a very special place in my heart. At the age of 16, my school placed me at the theatre for my work experience... Without [them], I wouldn't have the career I do now."***

– Indhu Rubasingham, Artistic Director of Kiln Theatre

***"The actual performance was an incredible experience. Firstly, just to be on the Nottingham Playhouse stage was a dream for all of us. But to be a part of such a powerful, visceral production was an absolute privilege."***

– Kathryn McAuley, on her experience as a member of our community ensemble during Gary Clarke Company's production of *COAL*.

## NOTTINGHAM PLAYHOUSE IN 2020

Even though, because of the Coronavirus pandemic, we were closed to the public from the end of March 2020, we continued to create and share lots of behind the scenes videos, podcasts, run workshops online and even some online performances.

In October 2020 we were delighted to be able to welcome audiences back into the building, with Covid-secure measures in place, for our Unlocked festival, a mix of live and live streamed performance. However with Nottingham placed in Tier 3 and the second national lockdown, we had to move the final performances to online only.

Sadly we were unable to present our Christmas shows, *Cinderella*, the legendary Nottingham Playhouse pantomime, and *Jack and the Beanstalk*, a giant adventure for little ones aged 3 – 8 and their grown-ups, live. However we created On Demand versions which proved a great success.

## NOTTINGHAM PLAYHOUSE IN 2021

As we follow the roadmap to reopening, we are busy working on *Spring Loaded*, our Spring digital festival, are deep in preparations for *Piaf*, our co-production with Leeds Playhouse, and the Autumn 2021 season which includes Mark Gatiss' version of *A Christmas Carol* and panto which this year is *Beauty and the Beast*.

You can find out more by visiting our [website](#) or our [YouTube channel](#).



## OUR VISION, MISSION AND VALUES

The Nottingham Playhouse brand is more than a logo; it is who we are, our DNA. It is at the heart of the relationships we have with members of our community. It is the promise we make to customers, participants, artists, staff and the public. It is the emotional connection between us. It is how people feel when they think of Nottingham Playhouse.

The essence of who we are is to **create wonder in Nottingham**. We believe that, through theatre, being transported to different worlds broadens our horizons, that by being positive, relevant and devoted we provide an experience, not just a stage. At Nottingham Playhouse, we give a voice to untold stories and cultivate life-changing experiences. Our theatre is a place where everyone belongs, a place of entertainment, heart and joy.

Our vision is to create high quality art that is truly accessible and representative of both our heritage and our rich diversity. We aim to be a nationally recognised destination theatre, a producer of "must see" work and a venue that welcomes everybody to be entertained, surprised, delighted and challenged by work that is bold, brilliant and relevant. Working in partnership with exciting artists and companies regionally, nationally and internationally, we create theatre that puts Nottingham Playhouse on the map.

We exist for the benefit of the people of our region – be they audiences, participants or artists. As a publicly-funded organisation we commit to ensure that our demographic of opportunity reflects the demographic of our catchment – including gender, ethnicity, sexuality, socio-economic standing and disability – to be not just world-class but also truly inclusive in all areas of operation, including to recruit and pay fairly. To strengthen our actions we have established a Diversity in the Workforce Working Group to ensure that we are doing all we can to recruit a more representative workforce.

In January 2021 we launched an Anti-Racism Action Group to look at the wider culture and environment at Nottingham Playhouse. The group advises the Executive and Nottingham Playhouse Board of Trustees on matters of diversity, inclusion and equality, with the aim of ensuring that we are a safe and fully representative organisation, which reflects the full breadth and richness of diversity within our community.



# NOTTINGHAM PLAYHOUSE

A core value of Nottingham Playhouse is to proactively create and support opportunities for cultural participation for all ages, for all backgrounds.

We work in supportive partnership with a very wide range of stake holders to cement our position as an organisation with a strong artistic vision that includes the development of artists.

Nottingham Playhouse is a founder member of [Ramps on the Moon](#), a member of [PiPA](#) (Parents and Carers in Performing Arts), a [Family Friendly theatre](#) and is signed up to the [Time To Change](#) employer pledge. We are committed to the [UK Theatre/SOLT Ten Principles](#) to encourage safer and even more supportive working practices in theatre and have signed up to the [Old Vic Guardians initiative](#).



For further information about Nottingham Playhouse, please visit [nottinghamplayhouse.co.uk](http://nottinghamplayhouse.co.uk)



## AUDIENCE DEVELOPMENT MANAGER (SCHOOLS, STUDENTS AND YOUNG PEOPLE) Job Description

**Responsible to:** Marketing Manager

**Key working relationships:** Head of Marketing & Communications  
Head of Participation  
Audience Development Manager (Adults, Communities and Groups)  
Marketing and Communications team

**Purpose of post:**

- To find, build and develop new audiences, including schools, students and young people, delivering against targets in Nottingham Playhouse's Audience Development Plan.
- To lead on the marketing of Participation Department activities and programmes aimed at children and young people, identifying and building relationships with potential participants, groups, community organisations and other institutions within the city and county.
- To ensure a seamless integration with audience development work focussed on Adults, Communities and Groups (job share post).

**Duties include:**

**Student Marketing**

- Managing and leading the promotion of Nottingham Playhouse events and programmes to the student population.
- Building relationships with Higher Education institutions and ensure effective communication of Nottingham Playhouse activities and shows relevant to the staff and student population.
- Managing and representing Nottingham Playhouse at events targeted at students, e.g. Fresher's Fairs, as appropriate.

**Schools Marketing**

- Initiating, managing and leading the marketing of Nottingham Playhouse events and programmes to schools (including SEN schools and schools for the deaf), in order to maximise income and attendance.
- Supporting and working with the Box Office team to ensure schools bookings and enquiries are processed and answered appropriately.
- Setting and agreeing targets for schools with the Marketing Manager and Head of Marketing and Communications.
- Identifying and developing up- and cross-selling opportunities for schools, encompassing both commercial and social objectives, including further participation in Nottingham Playhouse's activities, food and drink options and guided tours.
- Using your detailed understanding of the National Curriculum to feed into strategic planning for Nottingham Playhouse produced work.

## **Children and Young People Programme Marketing**

- Working closely with the Head of Participation to develop access to new opportunities both at Nottingham Playhouse and in the community.
- Working with the Participation team, identify and form close relationships with individuals, groups, community organisations and other city and county-wide institutions, particularly where there are social, cultural or economic barriers to attendance, in order to promote Nottingham Playhouse's programmes aimed at children and young people.
- Developing and sustaining connections with young people (and their families and peer groups) who use our building and services, including Youth Theatre and outreach, with the aim of creating long-term associations.
- Planning and managing allocated campaign activity which nurtures and sustains growth in Nottingham Playhouse's programmes for children and young people. Advise other members of the Marketing and Communications team when they are supporting and working on these campaigns.
- Identifying and developing opportunities for Nottingham Playhouse to have a presence in the City, through community engagement events and local festivals, to meet both commercial and social objectives.

## **Campaign Monitoring and Evaluation**

- Monitoring and reporting on the agreed campaigns and targets using data analysis tools, for example the ticketing and Customer Relations Management (CRM) system and Audience Finder.
- Monitoring feedback from target groups and individuals and reporting on the feedback as required.
- Agreeing, monitoring and managing relevant Audience Development budgets in liaison with the Marketing Manager and Head of Marketing and Communications.

## **Organisational**

- Attending Participation team meetings and inputting into planning, briefing Marketing and Communications team colleagues as required.
- Ensuring that there is effective internal communication between the Participation, Senior Management, Marketing and Communications and Welcome teams to ensure the well-organised delivery of audience development initiatives.
- Championing the needs of individuals and school groups who are not regular theatre attendees, liaising closely with all relevant customer facing and service delivery teams.
- Regularly reporting back to senior managers and colleagues and feeding into Nottingham Playhouse's reports to funders and the board of trustees on audience development initiatives, as required.
- Ensuring Nottingham Playhouse has best intelligence about cultural and social initiatives, arts-related initiatives and educational priorities for schools, students and young people.
- Championing access, managing the marketing of Nottingham Playhouse's accessible performances and other events, including Relaxed performances, and liaising with customer facing teams to support their service delivery.
- Undertaking, where necessary, a supervisory role with interns and apprentices working on audience development initiatives.

## **Other**

- Being fully conversant with Nottingham Playhouse's ticketing and CRM system and other relevant systems, undertaking training as required.

- Attending and proactively contributing to regular Marketing and Communications meetings:
  - weekly Marketing & Communications team meeting;
  - weekly Sales Pacing meeting;
  - fortnightly Demand Management and Patron Loyalty Group meeting;as well as project specific meetings, minuting where required.
- Attending and proactively contributing to the weekly Heads of Departments meeting.
- Attending and assisting at Nottingham Playhouse productions press nights, Open Days and other events, ensuring audience development guests are hosted as required.
- Attending rehearsals and other events during the creative process as required.
- Acting as a representative of Nottingham Playhouse at external meetings.

## **General**

- Maximising income and minimising expenditure at all times
- Always acting in the best interests of Nottingham Playhouse
- Taking positive action to promote Diversity and Inclusion in all aspects of the work of Nottingham Playhouse
- Abiding by Nottingham Playhouse policies such as Health & Safety, Diversity and Inclusion, Child Protection, Data Protection, Environmental Sustainability, Licensing etc.
- Maintaining confidentiality in all areas relating to Nottingham Playhouse
- Carrying out such other duties as may be reasonably expected of the post

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## AUDIENCE DEVELOPMENT MANAGER (SCHOOLS, STUDENTS AND YOUNG PEOPLE) Person Specification

### CRITERIA

- Significant demonstrable marketing experience in a not-for-profit, B2C environment.
- A passion to introduce theatre and the performing arts to new audiences and commitment to making it accessible to all community sectors
- A proven understanding of creating, managing and delivering multichannel marketing campaigns.
- Excellent interpersonal skills and a proven ability to develop positive working relationships.
- Ability to work successfully as part of a team
- Superb organisational skills, with the ability to manage your own workload, planning and prioritising effectively to meet deadlines.
- Excellent written and verbal communication skills with the ability to tailor appropriately to relevant audiences.
- Ability to write engaging marketing copy for a variety of channels.
- Ability to work within budgetary limits, with business awareness and commercial acumen.
- Knowledge of digital marketing, including website content management, SEO, e-marketing, social media and advertising.
- Experience of working with CRM systems, marketing data and analytics, and the ability to translate data into actionable insight.
- Knowledge of Microsoft Office packages and the ability to use software to produce image and text based documents for public use.
- A flexible approach to work, including a willingness to work occasional evenings and weekends as necessary.
- Ability to travel to attend events and meetings in the East Midlands and occasionally across the UK.
- A willingness to embrace Nottingham Playhouse's ethos and brand values.
- An understanding of the wider arts and cultural sector.
- A commitment to Equal Opportunities.

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**AUDIENCE DEVELOPMENT MANAGER  
(SCHOOLS, STUDENTS AND YOUNG PEOPLE)  
Terms and Conditions**

|                   |  |
|-------------------|--|
| Salary:           | £15,453 per annum (£25,755 pro rata for 3 days)<br>Payable monthly in arrears by credit transfer.  |
| Hours:            | 3 days (22½ hours) per week. Usually delivered between Monday and Friday. One hour for lunch. Normal office hours 9.30am – 6.00pm. Although due to the nature of the role some evening, weekend and Bank Holiday working will be required. |
| Overtime:         | No overtime is payable. Reasonable time off in lieu may be given for authorised extra hours with the permission of Marketing Manager.  |
| Contract:         | Permanent Part Time<br>(job share with Audience Development Manager (Adults, Communities and Groups))  |
| Probation Period: | 6 months   |
| Notice Period:    | 6 weeks in writing by either party   |
| Flexible working: | This post is suitable for Flexible Working arrangements  |
| Place of work:    | Will normally be Nottingham Playhouse, however from time to time Audience Development Manager (Schools, Students and Young People) will be required to travel, regionally and nationally.  |

Please note that in line with Nottingham Playhouse's Covid-19 secure working measures as at May 2021, the Audience Development Manager (Schools, Students and Young People) may be expected to work from home. This will change in line with government guidance as it is published.

|                 |  |
|-----------------|--|
| Holiday:        | 5.6 weeks per annum (i.e. 4 weeks pa plus bank holidays)<br>Annual Leave entitlement increases with length of service<br>The Holiday year runs 1 April – 31 March. |
| Pension Scheme: | Contributory staff pension, 5% employee and 4% employer<br>Nottingham Playhouse workplace pension scheme is provided by NOW: Pensions.                             |
| Other Absences: | In line with the BECTU/UKT agreement and House agreement (e.g. illness, maternity)   |

**Non-Contractual benefits:**

In addition Nottingham Playhouse offers a number of discretionary benefits including

- Free to use Employee Assistance Programme provided by Care First
- Free and/or discounted tickets for performances
- Discounts on our food and drink offer
- Opportunities for Flexible Working

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## DIVERSITY, INCLUSION AND ACCESS

Nottingham Playhouse is committed to a policy of equality of opportunity and creating a workforce representative of the diverse communities we work with. We believe that theatre belongs to everyone and want to make sure that everyone has the opportunity to be involved. We want to work with people from diverse backgrounds, who will bring different skills and experiences to help us to achieve this.

Nottingham Playhouse has identified that our workforce is currently under representative of certain communities, particularly people from Black, Asian and Minority backgrounds and is taking positive action for equal opportunities through the recruitment process. We have set up a Diversity in the Workforce Working Group to create a programme of change to deliver increased representation and an Anti-Racism Action Group to advise the Executive and Nottingham Playhouse Board of Trustees on matters of diversity, inclusion and equality.

We actively encourage applications from Black, Asian, Minority Ethnic and Disabled people. Black, Asian, Minority Ethnic and Disabled applicants meeting the minimum criteria on the job person specification will be guaranteed an interview. We have committed to ensuring that all interview panels will comprise of a minimum of 50% people of colour.



We are a Disability Confident employer, recruiting and supporting disabled people in the workplace.

If you would like the Recruitment Pack, Application Form and Equal Opportunities Monitoring Form in an alternative format, or support in completing your application, please email Frances Pearson, Administration Assistant, at [recruitment@nottinghamplayhouse.co.uk](mailto:recruitment@nottinghamplayhouse.co.uk) or ring our Stage Door on 0115 947 4361. Please leave a message with your full name, contact information, your address (if you need the paperwork posting to you) and details of your request.



We welcome proposals to consider for flexible working on hiring. We are part of the Parents in Performing Arts (PiPA) campaign and welcome applications from people who have caring responsibilities and anyone looking for a positive work/life balance.

For the role of Audience Development Manager (Schools, Students and Young People) we are open to discussing the possibility of, for example, flexible working, remote working, flexible start and finish times, or compressed hours. While we can't necessarily guarantee to give you your exact proposal, we do promise to carefully consider your request and explore what is practical for the role.

## HOW TO APPLY

Please download and complete the Application Form and Equal Opportunities monitoring form that you will find on our website. Please ensure that you complete all sections of the application form in full. **We will not accept a CV in place of the application form.**

**The first page of your application form will be separated from the rest of your application in order to anonymise the shortlisting process.** As you fill in the application form, please explain how you think you meet the job description and person specification for the Audience Development Manager (Schools, Students and Young People). The information you provide will be used for the shortlisting process.

It is important in your application to give us examples of what you have previously done that shows us how you could be right for the job and why you're enthusiastic about joining Nottingham Playhouse. You do not have to have previously undertaken all of the duties in the job description but you should tell us about your potential ability to do them.

As part of recruitment procedures Nottingham Playhouse collects and processes personal data relating to job applicants. We are committed to being transparent about how and why we collect, use and keep personal data secure. Please see Nottingham Playhouse Recruitment Privacy Notice on the website for full details.

The Equal Opportunities monitoring form will be separated from the application and will not be available for the persons preparing the shortlist with the exception of obtaining information about disability required to make reasonable adjustments for interview. Data obtained from the forms will be used solely for monitoring purposes and no one individual can ever be identified.

Please submit your completed Application Form and Equal Opportunities Monitoring Form by email to: [recruitment@nottinghamplayhouse.co.uk](mailto:recruitment@nottinghamplayhouse.co.uk) (Please send as a **Word document**. Do not send as a Pages file, Zip file or use file sharing services such as One Drive or Dropbox. Apple/Mac users should export their application form to a Word document or PDF before sending.)

Or you can submit your application by post to: **Administration Office, Nottingham Playhouse, Wellington Circus, Nottingham NG1 5AF.** Please mark your envelope Private and Confidential.

If you require an alternative way to make your application, please contact Frances Pearson, Administration Assistant, [francesp@nottinghamplayhouse.co.uk](mailto:francesp@nottinghamplayhouse.co.uk), to discuss a suitable format.

Closing date for applications: **Monday 5 July 2021 at 12noon**  
Interviews: **w/b 19 July 2021** (in person if possible otherwise via Zoom)

We will contact you by telephone or email if you are shortlisted for interview. All job applicants will be contacted via email or in writing whether or not they have been shortlisted for interview.

Thank you for your interest in Nottingham Playhouse and we look forward to receiving your application.