

THEATRE

Hullabaloo



MARKETING MANAGER RECRUITMENT PACK

SPRING 2022

WELCOME

Thank you for your interest in the role of Marketing Manager at Theatre Hullabaloo.

Theatre Hullabaloo is one of the UK's leading children's arts organisations. We make, produce, promote and programme world-class theatre for young audiences. In December 2017, we opened The Hullabaloo, a purpose-designed venue for children and families in Darlington, which is where we are based.

Theatre Hullabaloo is a small team fired with passion and commitment to impact the lives of our local audiences and also to contribute to national and international conversations about the role of the arts and creativity in children's lives. We are a friendly and inclusive organisation who work hard to support and meet the varying needs of people who work with us to ensure we employ the best people to do the job and that they represent the communities we serve. We are now looking for a dynamic Marketing Manager to lead the promotion and advocacy of our work and to implement new ways to engage people we are yet to meet.

The Marketing Manager has responsibility for developing and implementing marketing campaigns to promote our work – including commissioning of print and digital media - managing and developing the website and digital communication channels and contributing to audience development strategies. They manage the Marketing Assistant, who supports day-to-day delivery of the marketing campaigns.

This application pack gives you an overview of Theatre Hullabaloo, the Job Description and Person Specification and details of how you can apply. Please note that the deadline for applications is **15th March 2022, 12pm (noon)** and interviews will take place on **Friday 18th March**.

If you would like to discuss the role prior to application, please contact Theatre Hullabaloo's office on 01325 405680 so that a phone call with Miranda Thain, CEO/Artistic Producer, can be arranged. We look forward to receiving your application.

ABOUT THEATRE HULLABALOO

Theatre Hullabaloo believes that creativity should be part of everyone's childhood. We are a pioneering organisation that makes, tours and promotes theatre for children and young people because we believe that they are the most important audience of all. Established as Cleveland Independent Theatre Company, a general regional touring theatre company in 1979, the organisation became a specialist young people's company in 1994 (CTC Theatre) and was then reimagined as Theatre Hullabaloo in 2009.

MAKE – PRESENT – ADVOCATE

Theatre Hullabaloo is a National Portfolio Organisation (NPO) of Arts Council England, a registered charity and one of the leading specialist children's theatre organisations in the UK. We make and commission new work for audiences from birth to 16 years which tours regionally, nationally and internationally to a mixture of theatres, venues, schools, nurseries and community settings. We also deliver a busy artist and sector development programme, believing that our audiences deserve work made by the most brilliant of artists and we work with a range of partners and stakeholders to produce research into the value of creativity in the lives of children which impacts on national policy in this area.

*'If this was weekly, I
would bring my
child every week!'*

*- Audience
member (Lullabub)*



THE HULLABALOO



'I feel lucky that we have such an exciting arts facility so close to home as my daughter grows up'

- Audience member

In December 2017, Theatre Hullabaloo realised the dream of opening a purpose-built venue for children and families in Darlington. The Hullabaloo presents a year-round programme of world-class performances, free creative play installations, family-focussed activities, and participatory work with particular emphasis on early years creativity.

The venue has already welcomed over 57,000 children and their grown-ups through its doors to see wonderful theatre specially made for them, engage them in magical play installations and much more. The venue was named 'Best Family Venue 2019' in the national Fantastic for Families awards.

OUR VISION

A world where art and creativity for children is as brilliant and inspiring as they are
and is a fundamental part of everybody's childhood

OUR MISSION

Theatre Hullabaloo champions the rights of children to art and creativity
as an irreducible part of child development. We do this by making,
presenting and advocating an inspiring and ambitious programme of
theatre and play which is accessible to all children and families and
speaks to all stakeholders in childhood

OUR VALUES

Theatre Hullabaloo is:

BOLD

We are artistically ambitious for
our audiences and take risks in
the ideas, stories and forms that
we use to make meaning of our
world

COLLABORATIVE

We believe that we can
achieve more when we
develop ideas collaboratively,
engage with a broad range of
voices and make space for
everyone to contribute

ACCESSIBLE

We are passionate about the rights of
all children and families to have the
best possible experience of our work,
to feel invited and able to participate
and to be fully represented in that
work

CHILD CENTRED

Children are at
the heart of
everything we do

IMAGINATIVE

We celebrate the power of the
imagination to make positive
change. Imagination is magical, it
stimulates creativity and innovation

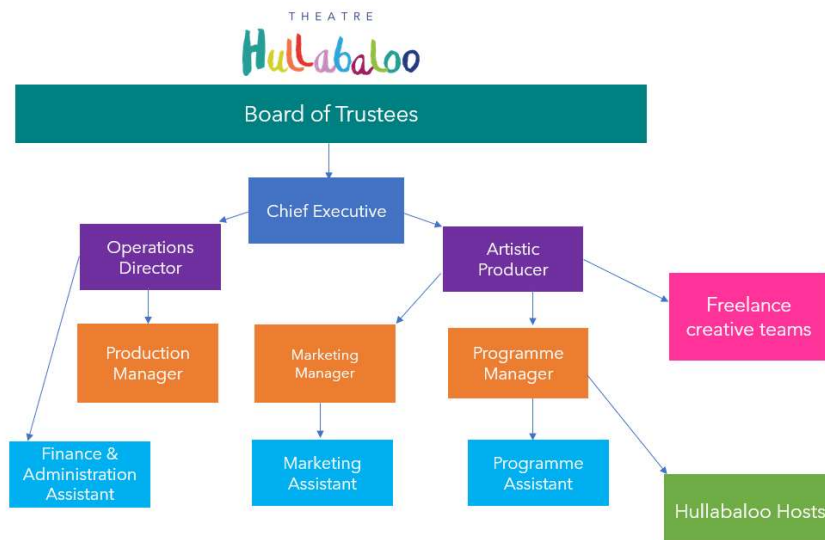
THE HULLABALOO FAMILY

Theatre Hullabaloo are proud to be a Living Wage employer, and a member of the PiPA (Parents and Carers in Performing Arts) Charter Partner, and a Breathe Culture Pledge partner. We are committed to the wellbeing of our organisation and the people we work with. We actively seek to create secure, flexible full time and part time roles, to attract a wide range of candidates to ensure that we are striving to reflect the communities we serve in the make up of our organisation, from our front of house Hullabaloo Hosts to our Board of Trustees and everyone in between.

We want the people who work for Theatre Hullabaloo to be able to make their best contributions to our organisation, so we operate a 'flex from day one' approach and are open to discussions with the right candidate about how we can make the role work for them, whatever their access requirements or commitments might be.

STRUCTURE & GOVERNANCE

Theatre Hullabaloo is the trading name of Cleveland Independent Theatre Company Ltd and is a registered charity and a company limited by guarantee governed by its charitable objects and Memorandum and Articles of Association. Theatre Hullabaloo currently has a staff team of eight core staff, 6 regular Hullabaloo Hosts and an array of freelancers that make up the wider creative and project teams.



*CEO and Artistic Producer roles currently held by the same person.

Theatre Hullabaloo is governed by a board of seven trustees which meets five times a year to administer the charity. The board also operates a finance sub-group which meets quarterly and other subgroups in areas of personnel, income generation and education and learning.

DARLINGTON & THE TEES VALLEY

Theatre Hullabaloo is adjacent to Darlington Hippodrome, located on Borough Road, only a 5-minute walk to Darlington station, with direct links to Newcastle (35 mins), York (40 mins), Leeds (55 mins) and many other destinations. Teesside Airport serves a growing number of destinations including Aberdeen, Amsterdam, Dublin, London City Airport and Southampton.

Darlington is situated in the Tees Valley, within easy reach of spectacular coastline and countryside, and only an hour's drive from the Lake District. Darlington, recently rated 11th out of 25 best places in the UK to work by the worldwide recruitment website Glassdoor, is an ambitious place with a diverse and resilient economy grown out of a tradition of technological and entrepreneurial innovation.

It enjoys excellent transport links, highly qualified local workforce, high achieving schools, good quality residential areas, low rent and property prices and an excellent quality of life.

Leading companies based in Darlington include Amec Foster Wheeler, Whessoe Engineering, Cummins Emissions Solutions, Cleveland Bridge, Students Loan Company, Capita and Nobia AB. Over £500 million of public and private sector investment has been attracted into Darlington over the last 5 years, delivering a wide range of transport, infrastructure and physical regeneration schemes designed to boost the economy.

Darlington is also home to the University of Teesside, the recipient of the Queen's Anniversary Prize for Higher and Further Education 2013 for outstanding work in the field of enterprise and business engagement.

THE ROLE

| | |
|----------------|--------------------------------------|
| Title: | Marketing Manager |
| Salary: | £25,000 per annum |
| Hours: | 40 hours per week |
| Contract type: | Full time, permanent |
| Annual leave: | 27 days per annum plus bank holidays |

MAIN PURPOSE OF THE JOB

The Marketing Manager is responsible for the effective marketing of Theatre Hullabaloo's strands of work and its organisational profile. The role also works closely with the Senior Management Team on the organisation's Audience Development strategy to ensure that Theatre Hullabaloo means more to more people. The Marketing Manager reports to the Artistic Producer and is supported by a Marketing Assistant.

Key Responsibilities

Core Marketing

- Lead on the development and implementation of marketing and digital strategies for the organisation's portfolio of work.
- Plan, monitor and report on the effectiveness of marketing campaigns and how they deliver against relevant strategies.
- With the Senior Team, plan, monitor and report on the effectiveness of audience development initiatives and how they deliver against the organisation's vision.
- Work with the Senior Management team to set Box Office capacity and financial targets for Theatre Hullabaloo's shows and events.
- Ensure that all marketing activity carried out is to maximise Box office sales and audience development strategies in line with set targets and objectives.
- Monitor event sales for Theatre Hullabaloo and report on progress against targets.

- Manage marketing activity including, but not limited to, data analysis, advertising, print distribution, emails and digital promotion
- Develop and implement sales and marketing initiatives for projects for the artistic programme, and when Theatre Hullabaloo are on tour
- Be responsible for the marketing budget for Theatre Hullabaloo, ensuring that spend is recorded accurately and projects are delivered within budget.
- Develop and commission print and digital tools to support the programme and wider organisation.
- Devise and deliver a strategy to ensure the organisation's sector leadership position is more prominent
- Be responsible for brand promotion and consistency and advocating for this across the organisation, ensuring that the company and our work are credited appropriately in all relevant marketing and communications materials.
- Oversee and develop evaluation and feedback tools to measure the effectiveness of the company's campaigns and activities to give a greater understanding of audiences.
- Work on joint marketing initiatives with key partners ensuring that they represent Theatre Hullabaloo's strategic vision.
- Manage and collate box office figures and reports from visiting companies and when Theatre Hullabaloo are on tour

Audience Development

- Work with the Senior Management Team to develop and implement the audience development strategy as a core part of Theatre Hullabaloo's overall business plan
- Lead on Audience Development strategies that align with Theatre Hullabaloo's Inclusivity and Relevance priorities
- Work with the Senior Management Team to enhance the company's understanding of its current and potential audiences with a particular focus on the different audience types
- Work with the Programme Team to develop and implement robust evaluation methods to help better understand the impacts of the work, including setting targets and interpreting data, implementing feedback and reporting tools to

make informed decisions regarding the audience and potential audiences of Theatre Hullabaloo

- Utilise Theatre Hullabaloo's Box Office system to ensure audiences are accurately segmented to encourage repeat visits and loyalty to The Hullabaloo
- Identify key target groups for Theatre Hullabaloo in line with the strategic plan and identify relationships in these groups.
- Identify and represent Theatre Hullabaloo at community events to increase awareness around the work of Theatre Hullabaloo and in particular, The Hullabaloo.
- Develop and identify any specific pricing initiatives and / or promotion for under-represented groups at The Hullabaloo.
- Manage the use of The Audience Agency's Audience Finder dashboard and the Impact and Insights Toolkit, participating in collecting survey response to achieve our evaluation requirements with Arts Council England
- Utilise the Audience Agency's Audience Finder dashboard as a key tool for identifying audiences to target in our area
- Manage necessary project evaluation sessions relating to projects, initiatives, and regular programmes of work
- Keep up to date with of news and developments in the local area to identify opportunities to engage with audiences within our communities

Venue & Partner Relationships

- Develop and maintain ongoing relationships with partner venues.
- Develop and maintain relationships with key tourism partners to effectively promote the work of Theatre Hullabaloo on a local and national level in line with strategic objectives.
- Create marketing packs and devise initiatives to help support venues & sales when Theatre Hullabaloo is on tour.
- Commission or develop marketing collateral to attract target audiences (e.g. learning resources for schools)
- Develop marketing initiatives to maximise school visits to The Hullabaloo throughout the year
- Be the main contact in terms of marketing and branding for venues and partners

- Commission and manage any external agencies such as designers, printers, videographers, photographers as and when needed

Digital and online engagement

- Develop and implement digital and social media initiatives across key channels (including Twitter, Facebook, Instagram) to engage new and existing audiences.
- Manage the content population on our social media channels (with the Marketing Assistant)
- Coordinate social media advertising and monitoring and report on findings. Use these findings to make informed decisions for future campaigns.
- Be responsible for the content, presentation and delivery of Theatre Hullabaloo's website ensuring that it is updated with current work and analyse data regularly to monitor effectiveness and sales through the website.
- Stay up to date with current digital trends and make recommendations to the Senior Management Team where appropriate.
- Work alongside our website designers to coordinate the development of the Theatre Hullabaloo website so that it accurately reflects the breadth of the organisation's work and scale of its vision.
- Manage the use of Spektrix within Theatre Hullabaloo, ensuring that the system is used effectively and liaise with Darlington Hippodrome to ensure that any relevant changes / updates are communicated across both organisations and to the wider Theatre Hullabaloo team where necessary
- Manage Theatre Hullabaloo's customer database in accordance with GDPR regulations
- Oversee Audience Feedback, collating data and report on key findings
- Create e-shots and newsletters for public, schools, peers, venues to communicate the organisation's programme and brand. Report on email campaigns to Senior Management Team where necessary.

Press and PR

- Lead on the strategic approach to developing the organisation's profile via the media on a local, regional and national basis.
- Act as first point of contact for all press enquiries and respond to all media requests.
- Continue to develop the company's press database (supported by the Marketing Assistant).
- Develop positive working relationships with local, regional and national media to promote Theatre Hullabaloo and its activities through the management and production of press releases, briefings, listings, ad campaigns and social media.
- Commission PR and production photos and other promotional media.
- Identify Press and PR opportunities across all areas of Theatre Hullabaloo's work
- Work with partner venues and companies to identify areas for cross promotion

General

- Manage the Marketing Assistant and ensure regular 1-2-1s are delivered and that training and development needs are met
- Ensure that relevant legislative requirements are met such as GDPR, Privacy etc.
- Act as an advocate for the company, communicating enthusiastically and confidently about our work.
- Work in line with the company's mission, vision and values.
- Offer a high level of customer and audience care at all times.
- Be available to work occasional evenings and weekends when required along with a handful of meetings and company commitments throughout the year.
- Adhere to Health and Safety procedures at all times.
- Carry out all other duties as reasonably requested by the Senior Management Team to help the company achieve its objectives.

PERSON SPECIFICATION

| ESSENTIAL CRITERIA | DESIRABLE CRITERIA |
|---|---|
| At least 3 years experience of developing and leading the delivery of marketing campaigns | An interest in creativity and the arts in the lives of children and families |
| Ability to manage a designated budget and ensure best value for money | Experience of Spektrix (or similar box office system) |
| Excellent communication skills, both written and oral | Experience of working within an arts organisation or venue |
| Ability to brief and manage a wide range of freelance creative inputs | Understanding of communities local to The Hullabaloo |
| Experience of devising and implementing evaluation of marketing activities | Familiarity with audience segmentation approaches |
| Experience of managing deadlines and ensuring that these are met throughout each campaign | Experience of line management |
| Strong project management skills and experience | Experience of implementing and working with brand guidelines |
| Experience of website management and development | Knowledge and understanding of graphic design packages would be beneficial but not essential. |
| Familiarity with a range of social media channels and commissioning of digital content | |
| The ability to work with a wide range of people at all levels | |
| The ability to act as an ambassador and advocate for the organisation | |
| Ability to work independently at times, but also collaboratively | |

APPLICATION PROCESS

1. Please download and complete the Application Form which can be found at <https://www.theatrehullabaloo.org.uk/who-are-we/#join-the-team>
2. Then follow [this link](#) to submit your application and upload your form.

We want to help applicants to fully represent what they can offer the organisation, so if you feel our application form isn't the best format for you, please contact us so that we can give you access to what you need to apply or attend for an interview.

Theatre Hullabaloo is an Equal Opportunities Employer and recognises the importance and advantages of diverse workplaces and communities. We particularly welcome applications from people who are currently underrepresented within our team, including people who experience racism and those who are d/Deaf or disabled.

Application deadline: 15th March 2022, 12pm (noon)

Interview date: 18th March 2022

(Please indicate in your application if you would not be available to attend an interview on this date)

If you would like an informal conversation about the role, please contact the office either by emailing info@theatrehullabaloo.org.uk or phoning 01325 405680 to arrange a conversation with Miranda Thain, CEO/Artistic Producer.

PRIVACY NOTICE

Theatre Hullabaloo will collect and maintain some personal information about you throughout the recruitment and selection process. The organisation is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations. The full applicant privacy policy is on our website alongside the application pack.



The Hullabaloo, Borough Road,
Darlington DL1 1 SG
01325 405680
info@theatrehullabaloo.org.uk
www.theatrehullabaloo.org.uk



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

Theatre Hullabaloo is a trading name of Cleveland Independent Theatre Company
Company Registration 01458421 - Registered Charity 279690