



Commercial & Business Development Manager Recruitment Information

THEATRE
Hullabaloo



WELCOME
FROM OUR CHIEF EXECUTIVE



Thank you for your interest in the role of Commercial and Business Development Manager at Theatre Hullabaloo.

Since 2017 the organisation has continued to evolve. We now present the very best children's theatre from across the world and run a year-round Creative Play facility as well as a host of family participation activity at The Hullabaloo.

Outside the venue we deliver a major regional family festival and provide content to other festival events across the North East. We also make and distribute baby play packs, run artist development programmes, deliver pioneering socially prescribed creative play workshops, project manage programmes for Tees Valley Creative Education Partnership, and are now delivering a suite of creative offers in Family Hubs across the South Tees.

Following an uplift in our Arts Council England National Portfolio funding, and a series of successful developments in other areas of our work, we are set to turnover £1.4m in 2024-25 and employ more people to work on more activities than ever before.

The role of Commercial Manager will be central to ensuring our current programmes are sustainable

and scalable, and to identifying new ways we can grow in future. The successful candidate will lead fundraising, product development and income generation across the organisation, working closely with our Senior Leadership Team to ensure Theatre Hullabaloo realises its potential and impacts as many children's lives with creativity as possible.

Please note that the deadline for applications is Thursday 2 May 2024, midnight.

This application pack gives you an overview of Theatre Hullabaloo and Job Description.

If you would like to discuss the role, please email Ben Dickenson, Chief Executive Officer bendickenson@theatrehullabaloo.org.uk or call us on 01325 405680.

We look forward to receiving your application.

Ben Dickenson, Chief Executive



***JOB SUMMARY

Job Title	Commercial & Business Development Manager
Reporting to	Chief Executive Officer
Salary	£30,000 per annum, pro-rata
Hours	20 hours per week
Location	The Hullabaloo, Darlington (flexible/hybrid working by agreement)
Contract type	12 months fixed term initially, with continuation considered depending on results in the first year
Annual leave	35 days holiday per annum including Bank Holidays on pro rata basis
Notice period	3 months
Probationary period	6 months

Terms and conditions

Full terms and conditions, including holiday entitlement and pension arrangements, are detailed in the Staff Handbook.

Freelance options will be considered as an alternative to PAYE employment. Any freelance contract offered would be for an initial 12 month period, with an all-in fee of £15,000 inclusive of VAT. Further contracts would be negotiated depending on results and income generated in the first 12 months.

Targets for income generation will be agreed on appointment, by negotiation with the Chief Executive Officer.



MAIN PURPOSE OF THE JOB

Theatre Hullabaloo's is committed to enabling every child to engage with life-changing creative experiences, regardless of their background. To ensure we can do this in the long term we need to consider new ways of raising funds, operating our organisation, and communicating with audiences/customers.

The Commercial and Business Development Manager will play a key role in shaping products, ways of working and income generation that support the future sustainability of the organisation.

This role works closely with the Senior Leadership Team to ensure that Theatre Hullabaloo maintains its leading position in the sector and as a provider of excellent content to. The role reports to the Chief Executive Officer.



★ ★ RESPONSIBILITIES OF THE ROLE ★

Key responsibilities

- Research, test, develop, and implement a range of income generation strategies that support Theatre Hullabaloo's mission and values
- Secure new income that supports sustainability and growth of performance and participation programmes, festivals, play programmes, research and project management activity
- Work with other teams and individuals to develop products, subscription schemes, corporate and individual giving models, applications to trusts and foundations or for tendering opportunities, and to maximise audience and customer income streams
- Provide excellent financial leadership and management, including oversight of relevant systems and robust agreements with service providers, supply chain and commercial partners
- Work with the Marketing Manager and Chief Executive Officer to re-design, develop and deliver excellent digital communications, marketing and sales - including re-provision of the company's website

Income generation

- Work with the Chief Executive Officer to develop Theatre Hullabaloo's income generation strategies
- Drive diversification of revenue streams, including a measurable increase in commercial, product, corporate and individual giving income
- Implement plans, make applications, or negotiate agreements that maximise income from sources including:
 - arts funding bodies, and trusts and foundations
 - local authorities and health organisations
 - individual and supporter giving
 - ticket and event sales, touring productions, and other creative content
 - other product and merchandise sales
 - commercial activities
 - corporate partnership and sponsorship
- Work with colleagues to secure grant, contract, commercial and partner income to support sustainability of:
 - performances, participatory activities and Creative Play at The Hullabaloo
 - touring shows and other productions that are delivered outside The Hullabaloo
 - Theatre Hullabaloo's research programme and The National Centre for Children's Creativity
 - Creative Children, Stronger Families events and conferences

RESPONSIBILITIES OF THE ROLE

Product and Commercial Development

- Identify existing products that can generate income through on-sales, sponsorship or competitive tendering and develop leads, systems and processes that secure new revenue
- Design, develop, test and take to market new products
- Lead on development of a commercial model of Baby Play Pack sales and a subscription service engaging families with newborn babies in creative activity - leading to measurable income generation within 12months
- Work with colleagues to develop a sustainable business model for Hullabaloo in the Park after current investment from Tees Valley Combined Authority ends in 2026
- Work with colleagues to support income generation from training and qualification in Creative Play
- Ensure, at all times, that product and commercial developments support and add value to Theatre Hullabaloo's vision, mission and charitable purpose

Sales, marketing, and digital

- Work with the Marketing Manager to:
 - understand current and potential audiences with a particular focus on the different audience types
 - develop and implement marketing, digital and audience development strategies that adhere to Theatre Hullabaloo's mission and vision, for all the organisation's programmes
 - maximise Box Office capacity and achieve financial targets for shows and events, and develop and pricing initiatives and / or promotion for under-represented groups
 - develop and deliver excellent digital communications, marketing and sales
 - make best use of ticketing systems and our relationship with Darlington Hippodrome to ensure the best possible audience experiences and impacts whilst maximising income
- Take the lead in re-provision of Theatre Hullabaloo's website, leading tendering processes and managing a development provider, so that the new site champions all of the company's work, is an exemplar of family friendly engagement and accessibility, and represents our position as a sector leading organisation
- Work with the Senior Leadership Team to set income generation targets for donations, fundraising activities, membership schemes and product sales, and develop and deliver plans to meet these
- Design and implement sustainable product marketing, distribution, and sales systems
- Stay up to date with current digital trends and make recommendations for improvements that maximise audience and supporter growth and support income generation

★ ★ RESPONSIBILITIES OF THE ROLE ★

Financial management

- Continually and methodically improve the efficiency and effectiveness of income generation and related finance, sales and ticketing systems
- In conjunction with the General Manager, CEO and Artistic Producer, support the preparation of annual budgets for monitoring and approval by Trustees inline with the commercial targets
- Have oversight of delegated budgets across the organisation, supporting the team to manage these, and provide regular monthly reporting to the General Manager
- Monitor and report against sales targets
- Consider Theatre Tax Relief and Gift Aid implications in modelling of new business and products

Relationship management

- Develop and implement strategies for growing Theatre Hullabaloo's profile and income potential across a range of sectors, identifying leads for business, fundraising and partnership opportunities
- Develop and maintain ongoing relationships with key stakeholders in the arts, local government, funding, media, health, education, commercial, corporate and business sectors
- Take a lead on managing suppliers and commercial partners, overseeing contracting processes alongside the General Manager and ensuring Theatre Hullabaloo's legal, ethical and business interests are prioritised
- Take a lead in engaging with business and corporate contacts for the company
- Identify Press and PR opportunities across all areas of Theatre Hullabaloo's work
- 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
- Work closely with colleagues in all Theatre Hullabaloo teams

RESPONSIBILITIES OF THE ROLE

General

- 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 and Safeguarding procedures at all times
- Ensure all activities are delivered in accordance with GDPR regulations
- Carry out all other duties as reasonably requested by the Senior Leadership Team to help the company achieve its objectives



PERSON SPECIFICATION

Essential Criteria

Desirable Criteria

Minimum of two-years' experience in a business development role, or freelance equivalent	Experience of using Spektrix
Demonstrable skills in business planning and strategy, and a track record in successful income generation, fundraising or commercial growth	Degree or relevant professional qualification
Proven commercial experience, including product development, setting and meeting financial targets, and creating new commercial opportunities	Experience of working at a senior level in a performance based arts or cultural organisation
Demonstrable knowledge of marketing and communications in cultural or creative industries setting, including websites and social media	Experience overseeing website development
Sound understanding of a range of income generation approaches relevant to cultural and creative organisations, e.g. sales, individual giving, trusts & foundations, sales, touring, corporate sponsorship	Interest in theatre, in particular theatre for young audiences
Excellent relationship skills, able to manage engagement with a broad range of stakeholders, partners, customers, commissioners, and colleagues	
An understanding of membership and supporter schemes, and digital subscription services	
Experience of managing tendering/contracting processes and suppliers	
Proven experience of financial management at a senior level	
Excellent verbal and written communication and in-person presentation skills, and IT skills	
Energetic, efficient, resourceful and flexible	
Positive and diplomatic	
Ability to work under pressure/to deadlines	
Organised and a self-starter, with a flair for creative thinking and end-to-end management of development processes	
Able to act as an advocate and inspire others	
A strong commitment to the mission, values and principles of Theatre Hullabaloo	

MISSION, VISION & VALUES



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.



Imaginative

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



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.

*** EQUALITIES STATEMENT

Theatre Hullabaloo is committed to promoting equity and inclusion in all areas of our work; from the way we deliver our activities to the recruitment and support of the people we work with. We aim to treat people fairly and work hard to address and eliminate all forms of discrimination.

Our work reaches a wide range of children and families from diverse ethnic and socio-economic backgrounds, who are both disabled and non-disabled, and who have a range of lived experiences. We seek to reflect this diversity within our staff team.

We welcome applications from people from the widest possible diversity of background, culture and experience.

Potential applicants are welcome to contact us for an informal conversation regarding any access needs related to the application process.



APPLICATION PROCESS

To apply please complete the online application form found via the Theatre Hullabaloo website on the page 'Join the Team':

<https://www.theatrehullabaloo.org.uk/who-are-we/join-the-team/>

A downloadable Word document is also available on our website - if using the word document, please email this to info@theatrehullabaloo.org.uk

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.

We will also accept video applications (no longer than 2 minutes) or an audio file (no longer than 2 minutes). Please answer the questions on the application form in your video or audio file and send it to info@theatrehullabaloo.org.uk

Theatre Hullabaloo is an Equal Opportunities Employer and recognises the importance and advantages of diverse workplaces and communities. In order to address under-representation and diversity in our staff team and Board, we particularly welcome applications from those who identify as being from an alternative background to White British, for example those who identify as global majority, those who identify as LGBTQIA+, or are d/Deaf or have a disability.

Any candidates who fulfil the essential criteria as specified in the role description and who have a disability will be guaranteed an interview for the position.

Please note that CVs will not be accepted, and we cannot accept physical copies of applications.



Equal Opportunities Monitoring Form:

<https://airtable.com/appUf4EggttZH0FMpA/shrXPTOGhSdBooYdO>

Application deadline: Thursday 2 May, midnight

Interview date: Monday 13 May

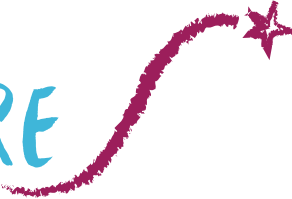
Successful shortlisted candidates will be invited to attend an interview on Monday 13 May 2024. This will be in person at The Hullabaloo in Darlington.

Reasonable travel expenses will be reimbursed.
Please request these ahead of interview.

If you would like further information or an informal chat about this role, please email bendickenson@theatrehullabaloo.org.uk

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.

 **FIND OUT MORE** 

You can find out more about Theatre Hullabaloo by visiting theatrehullabaloo.org.uk

Facebook: @TheatreHullabaloo / @HullabalooHome

Twitter: @HullabalooTweet / @HullabalooHome

Instagram: @TheatreHullabaloo

THEATRE
Hullabaloo



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