

DARLINGTON BOROUGH COUNCIL
NEIGHBOURHOOD SERVICES AND RESOURCES

JOB DESCRIPTION

<u>POST TITLE :</u>	Sales & Marketing Manager
<u>GRADE :</u>	Grade P
<u>JOB EVALUATION NO.</u>	B1767
<u>REPORTING RELATIONSHIP</u>	Theatre Director
<u>JOB PURPOSE :</u>	Lead the development and implementation of the marketing, PR and sales strategy for Darlington Hippodrome, within budget, to meet and exceed business plan targets. To provide effective leadership and management to the marketing and box office teams.
<u>POST NO.</u>	D10751
<u>PDR COMPETENCY FRAMEWORK</u>	Level 2, Core Management Competencies for all managers

MAIN DUTIES/RESPONSIBILITIES

1. Fulfil the lead role in developing a marketing, PR and sales strategy for the Hippodrome within the context of the Theatre's overall business plan and ensure implementation.
2. Work alongside the Theatre Director to inform commercial decisions on the development of the future Theatre programme at the Hippodrome/Hullabaloo to meet business plan outcomes.
3. Be responsible for the effective management of the marketing budgets. Maximising ticket sales, ensuring that targets are disseminated, met and exceeded, monitoring progress and responding proactively and keeping accurate and accessible records, reporting any variations against budget.
4. To fulfil a lead role in establishing and achieving targets across all income streams, including merchandise and catering and to help develop cross selling opportunities.
5. Develop a bespoke Sales and Marketing strategy for Food and Beverage points within the Hippodrome and Hullabaloo, working with the Commercial Manager to ensure targets are delivered.
6. To fulfil a lead role alongside the Theatre Director in raising the profile of the Hippodrome, locally, regionally and nationally, helping to develop it as a consistent and high quality 'brand'.

7. To oversee the production of all printed and online materials for the Theatre within budget.
8. To build strong relationships with external partners including visiting companies.
9. To ensure compliance with GDPR and carry out and gather audience research in order to understand audiences and trends and to act upon this intelligence.
10. To fulfil the lead role in optimising the use of Spektrix ticketing system, and Artifax
11. To lead the development, implementation and ongoing evaluation of a strategy for new media including the developing the functionality and attractiveness of the website, social media and e-campaigns.
12. Act as the Theatre's lead officer in managing relationships with press and media.
13. To provide inspirational leadership and management to the marketing and box office teams.
14. To oversee the development of Friends, Hippodrome Youth Theatre and Dance, Darlington Culture Volunteers and other group schemes, fostering loyalty and helping to create an attractive offer to them, generating interest and income.
15. To contribute to the development of a competitive ticket pricing policy.
16. To contribute to the development and implementation of the Theatre's fundraising strategy including the cultivation of sponsorship opportunities.
17. Ensure that the PDR process operates effectively within your team and that mid and end year reviews are completed and submitted to the Council's timescales.
18. Manage your team in line with all the Council's policies and procedures and ensure that employees are aware of their obligations under these.
19. Behave according to the Employees' Code of Conduct and ensure that employees in your team are aware of their obligations and responsibilities re. conflicts of interest, gifts, hospitality and other matters covered by the Code.
20. Ensure that the Council's Equality agenda is implemented effectively in your team and to carry out your duties as a manager and employee in line with these.
21. To fulfil your health and safety management role as detailed in both Corporate and Group Health and Safety Policies, organisational statements and procedures to ensure a safe working environment for yourself, members of your team and others who may be affected by your team's activities.
22. Any other duties of a similar nature related to this post that may be required from time-to-time.
23. This post is deemed to be a 'Customer Facing' role in line with the definition of the Code of Practice on the English language requirement for public sector workers.

Date: July 2018

DARLINGTON BOROUGH COUNCIL

NEIGHBOURHOOD SERVICES AND RESOURCES

SALES & MARKETING MANAGER

POST NO – D10751

All appointments are subject to satisfactory references.

Criteria No.	Attribute	Essential (E)	Desirable (D)
	Qualifications & Education		
1	NVQ 3 or equivalent in a relevant subject.		D
2	Marketing Qualification.		D
	Experience & Knowledge		
3	Approx 5 years' experience in marketing with a proven track record of success.	E	
4	Approx. 3 years' experience of finance and budgetary management and exceeding income targets.	E	
5	Approx. 2 years' experience of effective business development.	E	
6	Knowledge and approx. 3 years' experience of management of multi-disciplinary teams including performance development.	E	
7	Approx. 3 years' experience of developing, implementing, reviewing and monitoring strategies and policies.	E	
8	Knowledge and application of sponsorship opportunities.	E	
9	Knowledge of e-communications, design, print and photography.	E	
10	Knowledge of the theatre and arts industry.		D
11	Knowledge and experience of local authorities.		D
12	Experience of leading a sales team.		D
	Skills		
13	Ability to communicate both orally and in writing to a wide range of audiences including presentations, report writing, news releases and editorial for print and on-line publishing	E	
14	IT literate, capable of MS Word, Excel and Office packages; including, Theatre Box Office and Point of Sale software.	E	
15	Ability to work under pressure to tight deadlines on a number of different projects.	E	
16	Copy writing skills.	E	

17	Ability to utilise sales skills and techniques, including working to targets.	E	
18	Proven ability to undertake effective market research, strategic planning and project implementation.	E	
19	Effective public relations skills.	E	
20	Ability to use appropriate styles and arguments to influence and negotiate satisfactory outcomes	E	
21	Ability to produce original and creative ideas	E	
22	Ability to commission, design and produce cost effective promotional material using all available media.	E	
23	Ability to use initiative and make decisions outside immediate policy and procedure, and without reference to manager.	E	
24	Ability to anticipate and highlight issues that need to be taken into account	E	
25	Ability to work successfully as part of a team and demonstrate effective motivational skills	E	
	Personal Attributes		
26	Demonstrable interest in theatre and the arts.		D
	Special Requirements		
27	The ability to communicate at ease with customers and provide advice in accurate spoken English.	E	
28	Flexible approach to working time arrangements to meet service requirements.	E	