



# Marketing and Sales Manager (Maternity Cover)

Job Description  
Person Specification

October 2021

## Marketing and Sales Manager (Maternity Cover)

Wycombe Swan

**Wycombe Swan** is part of HQ Theatres & Hospitality's (HQT&H) portfolio of eleven regional theatres and live entertainment venues and is part of the Trafalgar Entertainment family. **HQ Theatres & Hospitality** manage 11 venues on behalf of local authorities across the UK; from live music venues and concert halls to large auditoria presenting top West End productions, high profile live music and comedy, ballet, opera and family theatre, HQT&H are recognised for providing industry-leading hospitality and first class customer experiences.

**Wycombe Swan** is located in the heart of the High Wycombe town centre and comprises of three distinct spaces to provide the people of Buckinghamshire with top-quality musicals, drama, comedy, dance, family shows, one night events, and a world-class pantomime. With a capacity of 1,076 seats, the Main auditorium boasts superb acoustics, a large stage and adaptable seating. The historic Old Town Hall offers a smart, distinctive, multi-use space with staging and seating up to 400 and 600 standing. Rounding off the spaces is the ornate Oak Room, providing a glorious and elegant setting for events of up to 120 people. More than just high quality programming seen in the main space, Wycombe Swan regularly hosts conferences, graduations, parties and weddings, with exquisite food provided by the in-house catering team.

The Wycombe Swan and Old Town Hall has always been at the heart of the Wycombe community. We are proud to be a venue that supports local community hires, alongside nurturing the young talent of Bucks through our youth drama activities. Playing our part during the Coronavirus pandemic operating as a vaccination centre for the NHS, we are now looking to grow our team with passionate and talented individuals.

**Employment type:** Full Time, fixed term Maternity Cover starting from November / December 2021

**Salary:** c.£40,000 depending on experience

**Hours:** 40 per week over 5 days out of 7, subject to variation to meet business requirements. This may include evenings, weekends and bank holidays.

**Work location:** You will be based at Wycombe Swan, High Wycombe and may be required to travel to and work at other HQT&H venues. Approved travel expenses will be reimbursed.

**Purpose of the role:** The Marketing and Sales Manager has overall senior management responsibility for the development and successful cost-effective operation of the Marketing and Sales function for all aspects of Wycombe Swan's business, including shows hospitality events, conferences, and functions; and the Wycombe Swan brand.

**Our ideal candidate:** A natural communicator at all levels with excellent numeracy, literacy and IT skills; you'll have attention to detail, a flair for campaign strategy and drive and direction in your creative ideas. With strong leadership you'll be comfortable in a fast-paced work environment and able to meet deadlines and targets with confidence.

**Closing date:** Friday 22<sup>nd</sup> October 2021, 12pm

**For an informal discussion contact** Fiona Martin, Theatre Director [fmartin@wycombeswan.co.uk](mailto:fmartin@wycombeswan.co.uk)

**How to apply:** Please complete an Application Form available at [wycombeswan.co.uk](http://wycombeswan.co.uk) and submit with a covering letter to [admin@wycombeswan.co.uk](mailto:admin@wycombeswan.co.uk) with the subject title 'Marketing and Sales Manager – Maternity Cover'. Tell us why you think you are suited to this role, why it interests you and how we'll benefit from having you on board!

## REPORTING

You will report directly to the Theatre Director

The posts you will line manage in this role include the Marketing Officers, Customer Service Supervisors and the Creative Learning Manager.

## KEY ACCOUNTABILITIES

### Strategic

- As required by the Theatre Director, and in collaboration with other Senior Management Team members, development of Wycombe Swan's annual operating budgets, and related internal targets, to ensure maximum profitability of the venue's operation.
- Formulation of pricing strategies for all events and activities at Wycombe Swan, to ensure that attendance targets are met, and sales maximised.
- Development and implementation of strategic loyalty schemes, to achieve agreed budget and attendance targets.
- Development and implementation of a strategic plan for the involvement of groups from the community in the activities of Wycombe Swan, to achieve agreed budget and attendance targets.
- Monthly reporting to the Theatre Director on variances against budget under Marketing and Sales headings, including attendance targets for events and performances of all kinds.
- Management of all contracts with suppliers and contractors in connection with Marketing and Sales, to ensure safe and cost-effective operation within agreed budgets.
- Development of corporate sponsorship opportunities for the venue.
- Analysis of ticketing data to establish sales, geographic and demographic trends to influence strategy and campaign delivery.
- Working with the Hospitality General Manager to develop and achieve secondary spend targets on performance, events and front of house sales.
- In collaboration with the Customer Service Supervisor, maximise income streams by managing ticket yield, re-banding, developing group business and implementing cross-selling techniques.

### Operations

- Working alongside the Theatre Director and other members of the Senior Management Team, development and delivery of an annual Venue Business Plan for the Wycombe Swan and for all of its activities, drawing on, and as agreed conducting and/or commissioning market research, so as to ensure that business and service targets are met.
- Development of Marketing and Sales campaigns for all strands of the operation of Wycombe Swan, and achievement of show and event attendance and income targets, liaising with Producers and Promoters as necessary.

- Ensuring the development and delivery of comprehensive marketing strategies and tactics to support the work of the venue's Hospitality function, including achieving attendance targets for events.
- Via delegation as appropriate, management of the relationships between Wycombe Swan and the print and broadcast media, to ensure that Wycombe Swan's, and HQ Theatres & Hospitality's best interests are protected, and that the profile of the venue is at all times high and positive.
- Management, through delegation as appropriate, of the Theatre's ticketing operation and the venue's use of AudienceView ticketing software, including its venue-wide use as a central CRM database and effective use as a content management system from the Theatre's website.
- In respect of delegated responsibilities, adherence by Wycombe Swan to all statutory and regulatory requirements underpinning its operation, ensuring that HQ Theatres & Hospitality is fully protected at all times - in particular in respect of Data Protection arrangements.
- Co-ordinating the design and distribution of the venue's seasonal brochures, ensuring distribution is cost effective and best achieves growth for the venue.

## Health & Safety

- As required by the Technical and Buildings Manager, contribute to the development and management of Health and Safety at Work policies at the venue, in line with HQ Theatres and Hospitality policies; ensuring that all staff are fully briefed and (where appropriate) trained in line with Health and Safety policies.
- Ensure all duties are carried out in accordance with departmental and company Health & Safety procedures.

## Recruitment, Training and Development

- Undertake any relevant training and development that may be required, and to keep abreast of relevant industry developments.

## Other Responsibilities

- Dress in accordance with Company uniform policy, and wear protective clothing where issued and instructed.
- Attend and, if required, note take meetings as required.
- At all times, act as an ambassador for the venue and HQT&H.

This Job Description is not an exhaustive description of your duties. You will be required to adopt a flexible approach to your role and responsibilities. In particular, from time to time, you may be required to undertake such alternative or additional duties as may be commensurate with your skills, experience and capabilities.

## PERSON SPECIFICATION

In order to be considered for this post you will need to evidence and demonstrate:

### Experience

- At least four years' experience of marketing in a live entertainment environment with a proven ability to build strong relationships with press, media and agency contacts.
- Proven successful track record of growing attendances and sales in a theatre and entertainment context
- Proven successful team leadership and development of individuals' performance
- Track record of implementing new and successful marketing and sales campaigns.
- An entrepreneurial and commercial instinct with a proven successful track record in generating sponsorship and/or corporate business in an entertainment or hospitality context

### Skills

- At least intermediate level of Outlook, Word and Excel.
- High level of competency of Adobe Photoshop and InDesign

### Attitude

- A strong customer service focus and a genuine desire to deliver an excellent experience, every time.
- A 'can-do' attitude and a positive, flexible approach to the job role, work colleagues and peers.
- A presentable, professional and approachable manner which sets an example for others to follow.
- Willing to work flexible hours including evenings, weekends and Bank Holidays.

### Desirable

- Experience in the use of AudienceView Ticketing System.
- A passion for regional theatre.
- A Marketing or Arts related qualification