

# LAWRENCE BATLEY THEATRE HUDDERSFIELD



## We're recruiting

Marketing and Communications Officer  
(Maternity Cover)

Recruitment Information Pack

If you require a different format of this Recruitment Pack, please contact [recruitment@thelbt.org](mailto:recruitment@thelbt.org) for support.



## Who we are

Located in the Yorkshire town of Huddersfield, Lawrence Batley Theatre presents a wide ranging year-round programme of in-house and visiting productions, from drama and contemporary dance to circus and pantomime.

As a venue built by and for the people of Huddersfield we believe everyone has something to offer and by bringing together a variety of unique skills, magic can happen.

[Click here to find out more about us.](#)

★★★★★ ***“The ultimate jewel in pantoland’s crown”***

- Yorkshire Post on *Robin Hood*

★★★★★ ***“udderly brilliant”***

- Huddersfield Examiner on *Jack and the Beanstalk*



## About us

We are a mid-scale theatre in the heart of West Yorkshire that was created by and for our community. Within the building there are three performance spaces – the Main House seating 461 people, the Cellar Theatre with up to 120 seats and the Attic Theatre, with up to 60 seats – as well as a number of meeting and function rooms, Gallery space and our café bar. The theatre is run by a team of approx. 90 full-time, part-time and casual staff and we are also incredibly proud and grateful to have an exceptionally loyal team of approx. 80 volunteers at the theatre.

We are the creative heart of Huddersfield, as a registered charity (No. 510693) we are here to do our community proud. We share exciting and entertaining stories, encourage creativity, nurture confidence and develop talent. We want to build a stronger sense of community here in our local area of Kirklees.

***“Working with the theatre to enhance the training offer for the South Asian Women's choir has been crucial for the growth and development of the group. In the last 6 months, as we've run community workshops, the choir has seen a 100% growth rate and continues to perform professional gigs across the region.”***

- Madiha Ansari, Community Ambassador and Song Geet Leader



## Our Vision

Huddersfield will be a great place to be.

## Our Mission

We want to be the creative heart of Huddersfield.

## Our Values

- Impact - We make an impact with our work, on people and on our place.
- Inclusivity - Everyone feels welcome in our friendly organisation.
- Creativity - We are imaginative and all of our work, be it on stage or off, is characterised by a creative approach.
- Integrity - We are trustworthy, honest and committed to making Lawrence Batley Theatre an ethical and sustainable organisation. We do the right thing.
- Pride - We are proud to be in Huddersfield. We take pride in all that we do.

***“it was brilliant, so much fun and fantastic for kids and parents”***

- Dinky Disco Parent



## Being part of our team

Lawrence Batley Theatre is the home of live performance in Huddersfield and for Kirklees. We are committed to discovering and developing the best talent from across the sector. We are a disability confident employer who welcome applications from people with a disability or long-term health condition. We work with people from all backgrounds and with all levels of experience and we're especially keen to hear from people who are under-represented in UK theatre.

To help support this we have a flexible working policy and will consider job shares, working from home and flexible working patterns wherever possible.

### We offer our team:

- Discount in our theatre bar
- Free entry to selected performances at the theatre
- Free 24-hour support service
- Training & Development opportunities tailored to you

***"The whole experience was far more exciting than I could've imagined, it was a great experience to be a part of"***

- Community Production Participant

# **We're recruiting for...**

**Job title:** Marketing and Communications Officer  
(Maternity Cover)

## **Main purpose of job:**

We are looking for a dynamic individual with a passion for theatre to join our busy Marketing department. You will contribute to all aspects of the Lawrence Batley Theatre's marketing and communications, planning campaigns, developing sales, building new audiences and raising the profile of the organisation

## **Responsible to:**

Head of Marketing and Communications

## **Working relationships with:**

Marketing and Communications Team, Participation Team, Programming and Administration Team, Fundraising Team, Visitor Experience Team

## **Responsibilities:**

- Act as a brand guardian for Lawrence Batley Theatre
- Plan and deliver marketing campaigns on time and within budget
- Liaise with visiting companies over marketing activity and budgets
- Create, develop and distribute marketing content across print, social media, email, website, listings sites
- Maintain the website and improve search engine optimisation
- Communicate and engage on social media and respond to reviews and queries online
- Copywrite for, proof read and feedback on marketing materials
- Work on wider marketing and communication strategies
- Monitor customer behaviour and evaluate the effectiveness of marketing activity
- Stay up to date with latest marketing best practices
- Assist at VIP events and provide support where needed
- Uphold the company values

## **Personal attributes:**

### **Previous Experience/Skills:**

- Experience in a marketing role
- Strong copywriting and proofreading skills
- Knowledge of digital marketing, including search engine optimisation, email and social media
- Able to plan and deliver marketing campaigns in line with agreed budgets

### **Desirable Experience/Skills:**

- Experience in content creation (copywriting, photography, graphic design or film making)
- Knowledge of interpreting data and evaluation
- Marketing or communications degree or professional qualification

### **Essential Personal Attributes**

- Excellent communication skills
- Passion for arts and culture
- Organised person able to plan and deliver work to deadlines
- Team player
- Great attention to detail
- Confident problem solver with a positive outlook

## **Terms & Conditions**

**Salary:** £23,000 per annum

**Contract:** Full Time Fixed Term Contract, September 2024 – October 2025

**Hours:** 37.5 hours per week. Hours will be flexible as evening and weekend work will occasionally be required. No overtime is payable but time off in lieu may be taken with agreement of line manager.

**Holidays:** Annual holiday entitlement is 20 days per year plus bank holiday entitlement. This increases to 25 days per year after the first year's service.

**Notice Period:** One month

Standard terms and conditions of the Lawrence Batley Theatre apply.

# Recruitment procedure & guidance

The Lawrence Batley Theatre's success is down to the passionate and creative people who make up our team.

All we ask is that those who want to join us are passionate about what we do, dedicated to local theatre and have an open mind.

These guidelines set out our approach to recruitment to give all potential applicants clarity about the standards and practices that are applied in our recruitment and selection processes.

## **Job Description**

The job description contains information about the main purpose of the role, covering as comprehensively as possible the responsibilities of the post holder and what skills are required in the performance of their duties.

## **Essential and desirable attributes**

This section of the recruitment pack lists the criteria that are required for someone to be able to perform the role to the required standards. The criteria are used in the shortlisting process and will inform the basis of the tasks/questions asked at interview.

## **Equal opportunities**

We actively promote equality of opportunity for all with the right mix of talent, skills, and potential and welcome applications from a wide range of candidates. Recognising that the theatre sector, including ourselves, has a great deal of work to do to become truly equal we issue an Equality Monitoring form to everyone who applies to us. This form is anonymous and the information it contains is not considered as part of the selection process, however, after every round of recruitment we use the monitoring information we collect to understand who is and is not applying to our theatre – which allows us to identify areas in which our workforce is not representative of our community and developing ways of improving representation off the back of this.

## **Advertising vacancies**

All of our vacancies will be advertised for a minimum of one month where practically possible. As standard all posts will be advertised on our website, social media channels and Arts Jobs. On some occasions vacancies will be advertised on job's boards such as Guardian Jobs, Arts Professionals and Arts Marketing Association.

## **Application process**

For most of our vacancies we ask candidates to complete an application form to be considered for the role but in some circumstances, we may hold open recruitment days for certain posts.



## Submitting your application

Below are some tips for submitting your application:

- Complete all sections of the application form
- Type or write clearly in black or blue ink
- Try explaining any gaps in your work history
- In the Please tell us why you think you are suitable for this role section please tell us how your previous experience demonstrates your ability to fulfil the role you are applying for.

## Shortlisting

Once a vacancy has reached the closing date no further applications will be accepted. Before being reviewed we anonymise the applicant's name, educational institution and dates of study on each application. Applications are then reviewed by a team of at least two members of staff with direct knowledge of and skills relevant to the role being applied for. They will shortlist candidates based on the Job Description and application.

As soon as a decision has been made, we will contact shortlisted applicants to arrange interviews. Normally you would expect to hear from us within one to two weeks of the closing date if you have been selected for interview. If you do not hear from us within two weeks you have not been successful on this occasion.

## Interviews

The interview is an opportunity for us to get to know you and to better understand your skills, experience, knowledge, and abilities. Interviews are conducted by the same two or three people who shortlisted applications and will include the line manager of the post being advertised. One of the team will act as Chair which means they are responsible for ensuring any particular access needs for candidates are taken into account as well as ensuring interviews are conducted professionally, fairly and in line with our Recruitment Procedure. The Chair also ensures that each panel member has an opportunity to give feedback on candidates in relation to the selection criteria and that those criteria and not any other factors are the basis for the panel's decision making. The Chair is also responsible for ensuring interview notes are completed for every candidate to help us record the panel's decision but also to enable us to provide feedback for all Interviewees so that you can understand the outcome of the interview.

