

Introducing the Lawrence Batley Theatre

We are a mid-scale theatre in the heart of West Yorkshire, housed in a Grade II* listed building, which was once the largest Wesleyan mission in the country. Within the building there are three performance spaces – the Main Auditorium seating 477 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, the newly opened Gallery space and our café bar, The Courtyard. 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.

In terms of our programme, we are primarily a receiving house – with a mix of drama, contemporary dance, opera, music, comedy, film and family work – but we also produce and commission work. We have been producing our own pantomime for the last four years – which over 60,000 people have now seen – and over the last 12 months we have co-commissioned ThickSkin Theatre's *How Not To Drown*, which won a Fringe First, and co-produced and hosted the world premiere of *POWER*, by circus strong lady Charmaine Childs. We have a longstanding and incredibly positive relationship with a number of amateur companies who regularly perform at the Lawrence Batley Theatre. Participation is absolutely at the heart of the organisation, and we do a huge amount of work both at the theatre but also in Kirklees more widely.

The organisation is governed by Kirklees Theatre Trust, a company limited by guarantee with charitable status. The theatre currently receives revenue funding from Kirklees Council and Arts Council England, which makes up approximately 30% of the theatre's overall income. The remainder is made up of box office income, project grants, sponsorship, room hires and earned income from our café and bars. The theatre's annual turnover is over £1m and projected to grow over the coming years. In 2019 we were awarded a grant of £499,999 from Arts Council England to redevelop our main auditorium, dressing rooms and front of house areas.

In March 2020 due to the national COVID-19 lockdown, we had to take the heart-breaking decision to close our doors to the public, rescheduling or cancelling most of the live performances due to take place in 2020. However, one thing was for certain, the ongoing pandemic would not be allowed to stop us from sharing exciting and entertaining stories, and continuing to develop and nurture talent. Within days of closing our doors we had launched LBTV, our completely free online channel filled with workshops and masterclasses, storytelling sessions and backstage videos. LBTV has now had over 19,500 views from across the country. We also developed a digital version of our participation offer, ensuring that we were able to offer exciting creative opportunities for our Young Company and an online Arts Award course. We produced three digital plays: *The Understudy*, a fundraiser for theatres created in isolation and starring Stephen Fry, Russell Tovey, Sarah Hadland, Sheila Atim and Mina Anwar; *Nigel Slater's 'Toast'*, a digital adaptation of the smash-hit play which reunited the original West End cast; and *What a Carve Up!*, a Netflix-style theatrical murder mystery co-produced by the Barn Theatre, Lawrence Batley Theatre and New Wolsey Theatre, starring Alfred Enoch, Tamzin Outhwaite and Derek Jacobi. We are thrilled to have welcomed digital audiences from over 40 countries.

In addition to our free online offer and digital plays, we commissioned Studio Wayne McGregor, Northern Ballet and Gary Clarke Company to create three brand-new works as part of a digital triple bill of dance. Alongside our digital programme we were one of the first theatres to reopen our doors when the Government announced the easing of lockdown restrictions, initially to operate Summer in the Courtyard (our outdoor bar complimented by live music) and later in the summer for live indoor performances all of which adhered to COVID-19 guidelines.

JOB TITLE: Marketing & Communications Officer

MAIN PURPOSE OF JOB

We are looking for a dynamic individual with a passion for theatre to join our busy Marketing and Communications department.

You will contribute to all aspects of the Lawrence Batley Theatre's marketing and communications, developing sales, building new audiences and raising the profile of the organisation.

Responsible to:

Head of Marketing & Communications

Working Relationships with:

Visitor Experience Team

Participation Team

Responsibilities

- To plan and deliver marketing campaigns, working with the Head of Marketing & Communications.
- Liaising with visiting companies over marketing activity and budget
- Writing and drafting press releases, alongside wider marketing campaigns
- To create and develop new content for the organisation's social media channels
- To contribute to organisational communication strategies with the Head of Marketing & Communications
- To help organise press and VIP nights
- Work with the Box Office system to analyse sales patterns and customer booking habits
- To update and develop the theatre's website and maximise the potential of email communications
- To act as an ambassador for the Lawrence Batley Theatre

EXPERIENCE/SKILLS REQUIRED

Essential

- At least 12 months marketing experience preferably within an arts organisation
- Strong IT skills
- A demonstrable understanding of and passion for live performance
- Strong copywriting and proofreading skills
- Experience in digital marketing, particularly web-based content management systems and social media
- Able to plan and deliver marketing campaigns in line with agreed budgets

Desirable

- Knowledge of graphic design packages
- Experience of working with a ticketing system

PERSONAL ATTRIBUTES

- Positive outlook
- Creative thinking
- Organised
- Team player
- Strong interpersonal/communication skills
- Ability to meet deadlines
- Attention to detail

DUTIES AND RESPONSIBILITIES

General Marketing

- To increase the awareness of the Lawrence Batley Theatre as a brand
- To work with other departments and visiting companies to ensure the theatre's brand is being used in the correct way adhering to brand guidelines
- To maintain and update the theatre's website
- To ensure all print and marketing materials are correct and up to date
- To contribute to wider communication's strategies for the organisation
- To create engaging and exciting social media content
- To contribute towards the general running of the department

Campaign Marketing

- To deliver campaigns created with the support of the Head of Marketing & Communications
- To be responsible for scheduling and managing effective distribution of all publicity materials throughout the region
- To develop and maintain databases for distribution networks
- To help develop the effectiveness of email campaigns
- To help with the development and production of the season brochure
- To write engaging copy for visiting productions and where needed create images for productions

Media

- To plan and develop media campaigns in conjunction with the Head of Marketing & Communications
- To create and maintain an effective and up-to-date media database
- To write and distribute media releases, follow them up and develop new angles to ensure maximum exposure
- To organise press events, photo calls and press launches as necessary to support the activities of the company
- To accurately record and archive all media activity relating to the Lawrence Batley Theatre

Internal Communications

- To act as an ambassador for the Lawrence Batley Theatre and its brand and communicate this throughout the organisation

- To support other departments and visiting companies in promoting the Lawrence Batley Theatre in a positive and effective way – with reference to brand strategy guidelines
- To work on internal PR and communication in association with the Head of Marketing & Communications
- To take the lead with volunteers and other staff members to achieve targets

The above list of job duties is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope and grading of the post

TERMS AND CONDITIONS

SALARY £19,000 per annum

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.