

HOW TO APPLY

We're trying to make our application process as open and accessible as possible, so if you are experiencing any barriers to accessing the information, and would like this pack in a different format, or would like to submit your application in a different way, then please contact our recruitment team via the email address below, or by calling us on 0151 706 9113. We're always happy to discuss any requirements that candidates may have as a disabled person; someone with parental or caring responsibilities; or other reasons, and we'll always try to make any adjustments possible to make participation easier.

Please read all the information in this job pack and then submit a CV and / or a covering letter or email to tell us about yourself and your experience; to share with us your reasons for applying for the post and any other information you believe is relevant.

We'll shortlist based on how each candidate meets the person specification and shows us how they would fulfil the job description, but we believe that even if someone doesn't have all the experience we're looking for, they might still have the values and qualities that would make them a great asset to the team, so please don't be put off from applying because you don't feel you have all the experience. If you'd like to have an informal conversation about the role in advance of application, this can be arranged via the email address below.

The deadline for applications is **Monday 23 March at 10.00am**.

First interviews will take place in Liverpool during the **w/c 13 April**, with second interviews following shortly.

Applications should be sent to: recruitment@everymanplayhouse.com

Please also complete the equal opportunities monitoring form via <https://www.surveymonkey.com/r/XQKSY68>; a summary of our Equal Opportunity Policy is also available on the website. All applicants will be advised on the outcome of their application in writing. Any offer of employment will be subject to the receipt of evidence of the right to work in the UK as defined under current legislation.

HELLO,

Thank you for your interest in the role of **Head of Marketing**

It's a great time to join the theatres, run as a charity by the Liverpool and Merseyside Theatres Trust. We're a local creative powerhouse with national and international impact, driven by a love for theatre, our city, and the belief that theatre can transform lives.

We believe our theatres can be a vital focus for the communities in the Liverpool City Region, telling stories which are compelling locally and nationally, supporting and attracting talent and contributing to Liverpool's reputation as one of the country's most vibrant cultural cities.

Across our theatres - one a 440-seat thrust, the other a 670-seat proscenium - there's an opportunity to produce and present the richest range of work for the widest audience.

In 2025 we look forward to an ambitious and dynamic programme of work across all of our performance spaces, as we do our best to be a place where everyone in Liverpool can feel safe, heard and included in asking big questions about the world we're living in. Underpinning our artistic approach is a commitment to supporting creatives and producers from diverse backgrounds to develop more work with commercial and tour potential; and thereby achieve longer and more sustainable careers in the arts.

Read on to find out more. We look forward to hearing from you.



Mark Da Vanzo | Chief Executive
Nathan Powell | Creative Director
Ros Thomas | Finance Director

OUR VISION, MISSION, VALUES



OUR VISION

We will be the most relevant change making theatre, artistically innovative, talent enhancing, socially impactful, and representative of everyone.

OUR MISSION

The use of the power of theatre to inspire entertain and nurture positive social change.

OUR VALUES

COLLABORATIVE

We listen, we share, we co-create.

CREATIVE

We believe in the power of creativity to inspire and change lives.

COMPASSIONATE

We are open-hearted, generous and supportive.

COURAGEOUS

We are daring and brave - a voice for things we believe in.



LIVERPOOL
EVERYMAN



LIVERPOOL
PLAYHOUSE

DIVERSITY, EQUALITY & INCLUSION

We have established relationships in the communities of Merseyside, nurtured through an extensive and innovative outreach and education programme, and believe passionately that the creation, delivery and experience of the highest quality theatre must be open to all. We nurture and develop the artists and creative workforce for tomorrow through our award-winning Young Everyman Playhouse programme (YEP). YEP is much more than a youth theatre, it is a multi-disciplinary talent development programme. We want YEP members to progress to work in our theatres, on our stages and in the local theatre ecology, as well as influencing and making theatre nationally and internationally and bringing new ideas, work and practice back to Liverpool.



Tell Me How It Ends by Tasha Dowd
© Andrew AB Photography

"I was blown away by the talent of the young actors and the writer. It's wonderful that the Everyman supports and encourages young talent."

Audience Feedback on *Tell Me How It Ends*
by Tasha Dowd [YEP Graduate]



THIS IS NOT A CRIME (this is just a play...)
by YEP Actors 2023

"YEP is a place that had allowed me to create strong relationships with my peers and be part of a community that is compassionate towards one another. For these reasons being a part of YEP will help me improve my qualities not only as an actor but also as a person." Feedback from YEP Graduate

We are committed to diversity and equality and expect all staff to be active in promoting diversity and supporting people to experience our work and buildings. In 2020, we brought together a group of Trustees, staff and co-opted external members to form a [Diversity Action Group](#), considering the actions we could take as an organisation to progress our commitment to diversity. We recognise that our workforce is not as representative as we would like it to be and are committed to real and positive change.

What does this mean in terms of recruitment?

It means that some of the things we will do are:

- recognise that lived experience can be as valuable as industry experience or qualifications.
- actively advertise and promote jobs to specific groups or organisations.
- try to find long term progression routes within the company and identify opportunities for people to learn about the jobs we have available
- make sure that the Theatres are a safe space for all employees, and that everyone receives the support they need

What we won't do is:

- Shortlist applicants based on any protected characteristic if we don't believe they could do the job
- Offer someone a role solely based on them having a particular protected characteristic, even though we feel they're not suitable for it, and in which they won't thrive.

Most recently we've been working with the Anthony Walker Foundation to ensure staff receive anti-racism training, and that there is accountability and collective understanding of what anti-racist actions we can take as individuals and collectively as an organisation.

With all this in mind, we particularly welcome applications from ethnically diverse and disabled applicants, and we are a Disability Confident Employer. We are also a strategic partner with PiPA (Parents and Carers in Performing Arts – www.pipacampaign.org), who campaign to enable and empower parents, carers and employers to achieve sustainable change in attitudes and practices in order to attract, support and retain a more diverse and flexible workforce. We are always happy to discuss solutions that allow people to balance their caring responsibilities with their working lives, and we look for equity of opportunity for anyone living with a protected characteristic that has adversely impacted their employment opportunities.



JOB ROLE: HEAD OF MARKETING

Responsible to: Chief Executive

Responsible for: Marketing Manager (who in turn manages a Marketing Officer and Marketing Assistant), Communications Officer, external national PR and graphic design support, Fundraising Manager

PURPOSE OF ROLE

This role is key in delivering the Liverpool Everyman & Playhouse theatres' strategic vision and ensuring that our mission and values are reflected within all activities undertaken.

- To devise, manage, deliver and track all marketing campaigns for the organisation (including our in-house productions, visiting programme, work with young people and communities, commercial activities and our food and drink offer) to meet strategic and financial targets set out in our business plan.
- To develop and deliver our internal and external communications, raising our profile as an ACE National Portfolio Organisation locally, regionally and nationally.
- Embrace and utilise a wide array of communication channels to widen our reach including social media, new technologies and platforms.
- To lead, produce and deliver a strategy for audience and yield growth, year-on-year across all our activity.
- To lead and line manage the Marketing team and the Fundraising Manager.
- To contribute to the development and use of internal systems that support the Business Plan, manage audience relationships and generate income to support the delivery of financial KPIs for commercial and fundraising income.
- To analyse and present data, through reports and dashboards, on the KPIs set out in LMTT's Business Plan as they relate to audiences and fundraising.
- To lead our approach to stakeholder advocacy including our audiences, board, staff, funders, individual donors and corporate supporters.
- To support the successful delivery of LMTT's business plan as an active member of the Management Group.
- To develop, lead and deliver a strategy for Award submissions, raising the profile of the organisation and our staff, locally, regionally and nationally.

VISION, MISSION & VALUES

Key to all roles within the Liverpool Everyman & Playhouse, is each person's absolute commitment to the organisational vision, mission and values which are as follows:

Our Vision

We will be the most relevant change-making theatre, artistically innovative, talent enhancing, socially impactful, and representative of everyone.

Our Mission

The use of the power of theatre to inspire, entertain and nurture positive social change

Our Values

Collaborative

We listen, we share, we co-create

Creative

We believe in the power of creativity to inspire and change lives

Compassionate

We are open-hearted, generous and supportive

Courageous

We are daring and brave – a voice for things we believe in.

Implicit is an absolute commitment to equality, inclusion and diversity, representative of the Liverpool City Region, advocating our role in its civic duty to the city.

MAIN DUTIES

Management

- Overseeing the work of your team using LMTT's HR policies and practices
- Developing and monitoring budgets for all activities within your area of responsibility
- Planning all activities, in collaboration with appropriate colleagues, to ensure effective use of LMTT resources at all times
- Ensuring that all activities demonstrate best practice and respond to any applicable legislation or professional guidelines
- Oversee the development of integrated marketing and fundraising campaigns, ensuring brand alignment and maximising supporter engagement

Audience Development

- Leading the development and delivery of our approach to growing audiences and yield
- Support the development and delivery of commercial income strategies across food & beverage, merchandise and venue hire
- Supporting the implementation of our Young People and Community strategies
- Providing insight to the Artistic team to inform programming decisions
- Working closely with relevant colleagues to ensure mutual benefits across Audience Development, Artist Development, Commercial, Community and Diversity objectives
- Leading the development and delivery of all aspects of our communications

Income Generation

- Having a commercial focus and leading on the use and development of all of our software applications to support income development
- Leading on the theatre's pricing strategy, including price modelling, benchmarking, demand forecasting and dynamic pricing
- Setting annual ticketing and yield KPIs and working with the Executive Team to review performance and adjust strategies accordingly
- Leading audience targeting and marketing activities for the artistic programme and supporting targeting and marketing activities for other elements of LMTT's offer
- Ensuring the Marketing team continues to deliver a high-quality service to internal and external customers
- Maintaining a high level of knowledge of trends in marketing and sales in the arts

Communications and Advocacy

- Serve as the brand guardian, setting strategic direction and ensuring all marketing, communications, and audience-facing materials align with brand values and positioning.
- Working closely with the Executive team to develop and deliver a stakeholder advocacy strategy
- Ensuring the collection and maintenance of data, images and stories for all relevant colleagues to use in advocating for the theatres and for submission to the archives
- Maintaining an external professional network which will support our success and acting as an ambassador and champion for the organisation in all relevant contexts
- Regularly submitting applications for local, regional and national award schemes
- Working closely with the Executive to deliver effective internal and external communications
- Leading on our stakeholder events and liaising with our operational teams over their effective delivery including opening nights, launches and donor events

Diversity & Equality

- Ensuring your work supports our targets for Equity, Diversity and Inclusion
- Ensuring our approach to Equity, Diversity and Inclusion is lived across the relevant team(s)

Fundraising

- Ensure the Fundraising Manager is supported to create and deliver to an effective fundraising strategy for individuals and corporate supporters
- Regularly meet with the Fundraising Manager and external fundraising consultants to track fundraised income against budget and review pipeline targets
- Ensure that all relationships with donors, sponsors and grant-makers are proactively managed to ensure retention and growth in giving through appropriate communications

General

- Work in the best interests of the theatres at all times, and in accordance with company policy, the staff handbook, health & safety regulations, safeguarding, data and IT policies. LMTT is committed to the safeguarding of children and people to whom we have an enhanced duty of care and therefore may at their discretion require any member of staff to submit a satisfactory enhanced check from the Disclosure and Barring Service (DBS), depending on the activities they are carrying out. Be an effective representative of the theatres in all situations and demonstrate the highest level of audience care, advocacy and service
- Take positive action to promote Equal Opportunities in all aspects of the work of the theatres
- Maintain confidentiality in all areas relating to the theatres as appropriate
- Maximise income and minimise expenditure wherever possible
- Use best endeavours to improve sustainability and reduce negative environmental impact
- Work with our Higher Education and community partners, sharing expertise and offering insight into the methodologies called upon in your day-to-day working life
- Carry out any other duties as may be reasonably expected of the post

The main duties and responsibilities are indicative and not exhaustive. Other duties may be necessary to fulfil the purpose of the post. This job description may be periodically reviewed and revised by the Board in consultation with the post holder.

PERSON SPECIFICATION

Essential experience, knowledge and understanding	Desirable experience, knowledge and skills
<ul style="list-style-type: none"> • Significant proven experience of arts marketing and using digital technologies to reach audiences and stakeholders • Proven successful track record of growing attendances and sales in a theatre environment • Proven experience of the development and implementation of creative marketing campaigns to meet objectives • Demonstrable experience of managing and motivating staff • Commitment to advocating for, and supporting, a diverse workforce; understanding what is needed to create a safe and inclusive environment • An understanding of the power of bespoke communication with different audiences • Experience working at a senior level, preferably within a cultural organisation • Proficient IT skills, particularly with regard to Microsoft Office applications • Experience of budgetary management and control 	<ul style="list-style-type: none"> • Experience of using a ticketing/CRM system, ideally Tessitura • Experience of working with and supporting the development of young people
Essential skills and abilities	
<ul style="list-style-type: none"> • A demonstrable passion for theatres, audience experience and customer relationships • Excellent organisational and administrative skills • Excellent written skills, with attention to detail and accuracy • Demonstrative rigour in research and analytic techniques • Good eye for design and publicity image aesthetics • Computer literate and good knowledge of CRM systems • Ability to advocate on behalf of the organisation and present information in a clear and professional manner • Proven ability to manage multiple tasks, work to deadlines and respond well under pressure • Self-motivated, with the ability to take initiative, work as part of a team and under direction • Ability and willingness to work flexible hours 	

MAIN TERMS AND CONDITIONS OF EMPLOYMENT

Tenure:	This is a full-time, permanent contract. It is subject to probationary period of 3 months.
Reporting to:	Chief Executive
Salary:	£43,000 – 48,000 per annum
Hours:	35 per week. The post holder will be required to work during evenings and weekends. No overtime is paid but time off in lieu will be given for hours in excess of the contracted hours.
Annual Leave:	28 days per annum, pro rata (inclusive of all statutory English bank holidays). This rises to 30 days after 3 years, and 33 days after 5 years' service. Holiday year runs from 1 January – 31 December.
Notice Period:	One month during probation; three months thereafter
Pension:	Providing that the postholder is contributing 5% of their salary to the Company's auto-enrolment pension scheme, a 5% contribution will be paid by LMTT to the same. This employment is not contracted out of SERPS (the State Earnings Related Pension Scheme).
Place of Work:	Mainly at the Everyman and Playhouse Theatres

Additional Benefits:

The Theatres offer several discretionary benefits including:

- Interest-free Season Ticket Loans with Merseytravel
- Membership of a healthcare cash plan: Paycare (including an Employee Assistance Programme and 24-Hour GP Telephone Consultation Service)
- Free and / or discounted tickets for performances
- Discounts on our food and drink offer

All other terms as detailed in Staff Handbook.

**LIVERPOOL
EVERYMAN**

5-11 Hope Street
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**LIVERPOOL
PLAYHOUSE**

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everymanplayhouse.com
@LivEveryPlay
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We are a registered charity (1081229) and gratefully acknowledge the continued support of Arts Council England, Liverpool City Council, our donors, patrons, partners and our audiences.



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