

lighthouse

Arts & Entertainment | Poole

Head of Audiences & Communications



RECRUITMENT PACK

FEBRUARY 2024

| Different every day

Your application

Thank you for your interest in working at Lighthouse. This pack will provide information to assist you in completing your application. Please feel free to contact our Human Resources Team should you require any further information.

CONTACT

If you wish to discuss the role further contact the HR team via email at: hr@lighthousepoole.co.uk

APPLICATION PROCESS

Email your CV, monitoring form (from our website) and a covering letter of no more than two pages outlining why you are interested in the role, and your suitability, to hr@lighthousepoole.co.uk

Please ensure you reference the experience, competencies, skills and personal characteristics set out in the job description and provide one contact for reference. References will only be taken up prior to a second interview.

CLOSING & INTERVIEW DATES

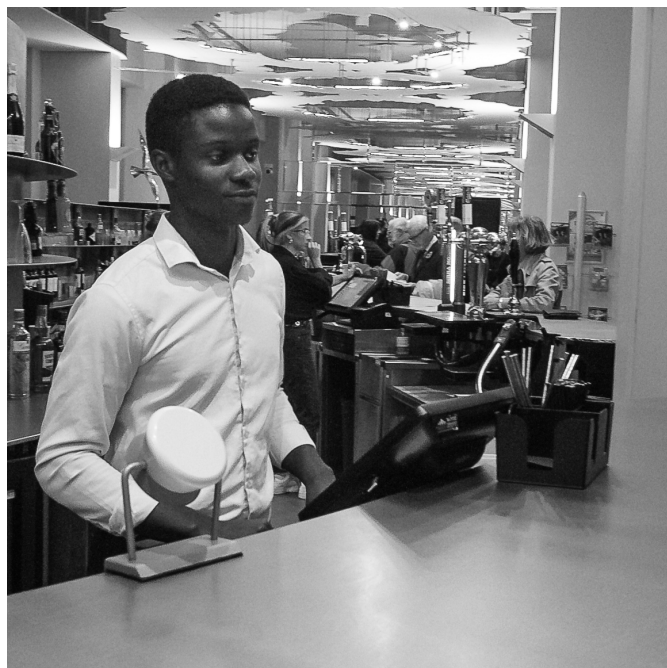
March 18th: Closing date

March 26th: First round interviews at Lighthouse

Please inform us if you have any access requirements for the interview stage.

THIS PACK CONTAINS

- Information on Lighthouse, Poole and Dorset
- Objectives
- Our Structure
- Job Description
- Person Specification



'The incredibly diverse range of productions on offer continues to delight – touring companies of all genres large and small; local amateur dramatic, dance and operatic societies; the intimate cinema offering independent, foreign and mainstream films; the world famous Bournemouth Symphony Orchestra, ... There's something for every taste imaginable.'

Lyn Glass, Donor

Welcome

Thank you for your interest in the role of Head of Audiences and Communication.

Lighthouse plays a vital role in Poole and the South West as a nationally important cultural building, where creative work is made, rehearsed, discussed, shared and presented and where many people get their first chance to experience live arts. Welcome to Lighthouse.

It goes without saying that success takes hard work, commitment, professionalism, integrity, innovation and creativity. We expect that from everyone and we all regularly go the extra mile to achieve this, regardless of what part we play. Everyone's role is vital to our success which comes when we apply our skills, talents and expertise to create a vibrant, exciting and innovative venue for our community.

We will strive to ensure that working at Lighthouse will give you a lively, interesting place to work, a venue where you can develop your experience and skills and an environment where you can be part of our special arts community.

A place where you can make a difference.

I wish you every success with your application.

Elspeth, Chief Executive Officer (CEO)



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About Lighthouse

Lighthouse is a nationally significant and regionally important multi-arts venue that is one of the cultural gems of Dorset.

At the heart of our community and locally loved, we are a dynamic, vibrant place where people feel inspired, entertained, welcomed, and where artists and performers feel supported and empowered to do their best work.

Lighthouse provides an exciting year-round programme of nationally acclaimed, high quality and diverse arts and entertainment from national, international, and regional artists, providing our community with opportunities to

engage in a broad range of arts activities and experiences. Primarily a receiving venue, the variety and varying sizes of our spaces enable us to present a broad and significant range of work across all art forms.

We are home to Bournemouth Symphony Orchestra and several arts organisations who use our venue to deliver arts activities and cultural training. We support artists to develop their work, and our community to have opportunities to engage with and participate in the arts.



Lighthouse presents approximately 350 live productions and 500 film screenings each year across four main auditoria as well as an expanding Creative Engagement programme.

As an Arts Council National Portfolio Organisation, we pride ourselves on maintaining a multi-artform received programme that is considered high in quality and credibility, and features something for everyone, with diversity at its heart. Around 80% of our work is received, and up to 20% is self-produced or enabled by Lighthouse. The programme is the main driver for all that we do, and we work with numerous producers and promoters to deliver it.

Lighthouse welcomes close to 200,000 customers to

shows, screenings and events each year. Our website receives over half a million visits during the year. Approximately 50% of our audiences are based in the BCP area with 26% from wider Dorset - the rest of our audiences travelling from across the South Coast and South West.

Programming & Audiences

Poole & Dorset

Set alongside the beautiful coastline of the South West of England, Poole is an historic town that captivates visitors with its beauty and rich maritime heritage. It is a heritage framed by Poole Harbour, one of the largest natural harbours in the world. The town's historic Old Town, with its cobbled streets and medieval buildings, invites you to immerse yourself in its fascinating history.

Venturing beyond Poole is the captivating beauty of Dorset, a county steeped in history and natural splendour. From the rolling hills of the Purbecks to the rugged cliffs of the Jurassic Coast, a UNESCO World Heritage Site, this region offers a rich tapestry of landscapes.



Aims, goals and objectives

AIMS

The Lighthouse business plan has three principle aims, which are to:

1

Create an accessible, broad and diverse cultural programme and venue for our community to enjoy

2

Support artists, our workforce and our community to develop their talent in the creative sector

3

Maintain a world class building

GOALS

Our strategic goals are to:

1

Deliver a wide-ranging and great arts programme.

2

Retain, build, diversify and grow audiences

3

Develop creative people through Lighthouse Academy

4

Connect with our community

5

Improve equity, diversity, inclusion and belonging

6

Deliver an environmental sustainability strategy

7

Build financial resilience and effective resources

8

Support the cultural strategy of the region

OBJECTIVES

The areas we will be focussing on over the next few years are:

1

Developing our people

2

Building our profile

3

Environmental sustainability

4

Increasing fundraising & commercial income

5

Developing digital and IT

Our values

ASPIRATIONAL

We are up for it! We passionately believe in the power and the value of Lighthouse. We believe that bold, audacious arts can enrich and inspire the lives of our community through shared cultural experiences.

VALUE BEHAVIOURS

We are proud to be a role-model for Lighthouse.

We embrace change and push our boundaries as individuals and as an organisation.

WE DO NOT

Close our minds to new ideas or inflexible.

Be a roadblock to stop others developing new ideas or ways of working because "It's always been done that way."

WELCOMING

We welcome our staff, volunteers, artists, audiences, partners and our community into our work. We are friendly, inclusive and work together effectively and safely, ensuring that teamwork is at the heart of everything we do.

VALUE BEHAVIOURS

We ensure every interaction with our community is friendly and welcoming.

We lead by example and will be accountable for our actions.

WE DO NOT

Look to blame others, rather than learn and change.

Exclude, alienate or undermine others.

EXCELLENCE

Everything we do is of the absolute highest quality. We will strive to achieve excellence in every aspect of our work and how we deliver it.

VALUE BEHAVIOURS

We take pride in our building, each other and in the work we do.

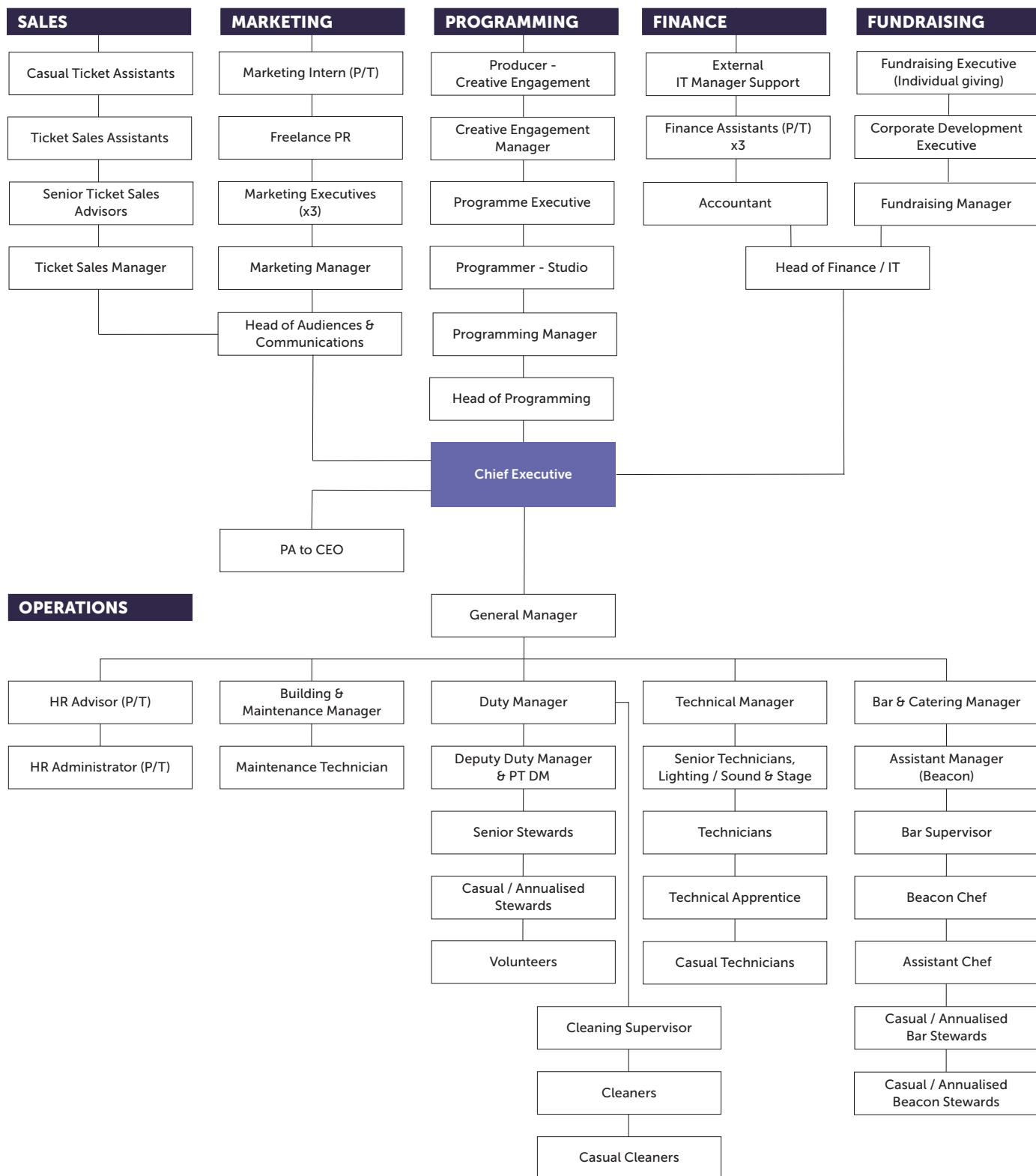
We will meet and exceed expectations across all areas of Lighthouse.

WE DO NOT

Make do, rather than always seek to do better.

Do the minimum, leaving tasks half-finished for others to complete.

Our structure



Job description

ROLE

Head of Audiences & Communications

REPORTING TO

CEO

RESPONSIBLE FOR

Marketing Manager, Ticket Sales Manager, Press & PR Manager (freelance), Graphic Designer (freelance).

DEPARTMENT

Sales and Marketing

CONTRACT TYPE

Full-time, 37.5 hours, 6 month probationary period, 3 months notice period, TOIL, some weekend work required.

SALARY

£50-55,000 pa

PRINCIPAL PURPOSE OF THE ROLE

The primary purpose of the role is to lead the strategic development of our audiences to ensure the maximum opportunity to increase the number of people who engage with us, develop the value of the Lighthouse brand, grow ticket sales and achieve ambitious income targets. Ensuring high levels of customer care and satisfaction, maintaining and strengthening our audience engagement on-site, and on-line is vital to our success.

This role will lead and deliver across audience insight, brand development, marketing, digital, CRM, sales, revenue, data analysis. It will raise our profile locally and nationally and enhance our work and brand. The role will lead on all Arts Council and local authority reporting, ensuring comprehensive data collection and evaluation.

The role will develop a creative and ambitious communications strategy to ensure positive and effective internal and external communication of all that Lighthouse delivers, to build its reputation and build strong external relationships with audiences, press and media, stakeholders, partners, funders, donors and our community.

This is a senior management role, reporting directly to the CEO, contributing to leadership and strategy development for the organisation as a whole, to ensure that Lighthouse continues to deliver its objectives as the leading Arts Centre in the South West.

Staff benefits

BENEFITS

- 25 days annual leave, plus public holidays, rising by a day a year up to 30 days after 5 years service
- Contributory pension scheme 4%
- Enhanced maternity, paternity and adoption leave
- Staff discounts on retail purchases and tickets
- Employee wellbeing & assistance programme
- Flexible working
- Professional support & development
- Cycle to work scheme



Job description

MAIN RESPONSIBILITIES

Strategic planning

- Assume overall responsibility for developing and delivering the audience development plan for the organisation; sales and marketing strategy planning and delivery; market and data research to drive sales.
- Lead on strategy for digital development for audience engagement and ensure all communication is of a high standard across all platforms.
- Working across teams, support digital and IT development with the aim of driving ticket sales, developing public interaction, improving PR and advocacy nationally, building the quantity and quality of content.
- Lead on the development of the website as a lively and engaging tool through which users can access all aspects of the organisation, driving ticket sales, developing public interaction, improving PR and advocacy, and building the quantity and quality of content.
- Lead on maintaining and developing the ticketing system (Spektrix) across all venues, ensuring it is used to its full potential.
- Lead on all aspects of data insights, monitoring and data capture as well as reporting data to funders, including Arts Council NPO annual submissions, Illuminate.
- Support the Marketing Manager to deliver high quality and effective show marketing, ensuring that income targets are ambitious and achievable.
- Work with colleagues to support strategies for developing income from retail, event hires and other commercial enterprises.
- Lead on marketing relationships with BCP Council, Poole Bid, Cultural Hub, Cultural Compact and Audience Agency.

Communications

- Devise and implement a communications strategy to grow the profile of Lighthouse with key stakeholders, partner organisations, audiences, and the wider community; develop and implement the internal communication plan.
- Deliver effective local and national press and media for the organisation around all activity including productions, company/brand messaging and new initiatives. Develop close links with local media providers and develop connections with national press.
- Ensure that effective audience communication is delivered through digital/social media.
- Create and deliver the Annual Review.
- Support, advise and deliver communications and marketing initiatives for the trading company operation, to raise awareness and drive sales for all retail and commercial activity.

- Lead on insight and evaluation reporting for funders and the organisation, ensuring comprehensive data collection and evaluation.

Brand

- Develop and control the Lighthouse brand ensuring that the company identity is effectively communicated and implemented internally and externally.
- Support the development of the brand values and ensure that this remains current.

Finance

- Contribute to the development of annual budgets and manage financial reporting systems so as to facilitate timely reporting of accurate and relevant financial information upon which reliable business decisions can be taken.
- Be accountable for implementing the agreed business and financial objectives for the Marketing department ensuring control of the marketing budget, income targets are achieved, and expenditure remains within agreed budgets.
- Ensure continuity of service levels on the ticketing system (Spektrix) and provide the necessary analysis of data that supports marketing and budgetary planning.
- Work with the Head of Programming to develop the pricing and demand management strategy to increase yield, income and audiences.

Management

- Create an environment where members of staff are enabled to work to their full potential and where audiences and artists feel welcomed and stimulated.
- Line management of Marketing Manager, Press and PR Manager (Freelance), Ticket Office Manager and freelance staff as and when required.
- Monitor, evaluate and manage team performance, creating personal development plans which grow the organisation's capabilities.
- Act as Data Controller for GDPR legislation, ensuring the organisation is informed and compliant.

Job description

MAIN RESPONSIBILITIES (CONTINUED)

Strategic support

- Positively and proactively contribute to the strategic development of the organisation as a member of the senior management team. This may include involvement in company-wide policy and strategy development.
- Support the CEO and Board in embedding strategies culturally within the organisation, ensuring that all levels of the organisation can have a meaningful impact on the delivery of the strategy.
- Support the CEO in strategic bids and planning such as NPO application and Business Plan.
- Take responsibility for delegated areas of the organisation's strategy and strategic projects, including the implementation and monitoring of those areas of work.
- Build and maintain key strategic relationships and partnerships, including the private sector, politicians, civil servants and other charities, to promote the Trust's work and ensure the senior management team is kept abreast of external issues and initiatives.

GENERAL

- Attend Board and Sub-Committee meetings as required and provide management team support to branding and fundraising subgroups.
- Proactively network and represent Lighthouse at local, regional and national groups, performances, meetings and events, as required.
- Assist the CEO when required and deputise during the CEO's absence.
- Take responsibility for their own training and development, including attending and completing relevant induction and mandatory training.
- Any other duties as may be reasonably required.

HEALTH AND SAFETY

- Implement and monitor practices and procedures within the department that ensure compliance with policy and statutory requirements and promote a safe working culture.
- Ensure all health and safety procedures are communicated to staff through induction.
- Adhere to health and safety legislation and Poole Arts Trust's policies and procedures.
- Comply with GDPR regulations and Lighthouse Data Protection Policy.

ENVIRONMENTAL SUSTAINABILITY

- Minimise the Trust's environmental impacts wherever possible adhering to and supporting its sustainability policy.

EQUITY, DIVERSITY, INCLUSION & BELONGING

- Embrace and promote equity, diversity, inclusion and belonging within all aspects of work.

VALUES

- Ensure that Lighthouse's values are applied to all areas of work, responsibility and practice.

Person specification

You will be an experienced and skilled marketing and communications specialist, who has demonstrated this in dynamic customer-focussed and ticket sales environments.

You will have preferably had experience of working in a live arts venue, but we will consider applicants from other sectors if you have the right skill set and aptitude to learn and develop.

Candidates will need to demonstrate that they have the skills and knowledge we consider essential to be effective in the role. However, if you can demonstrate how you would develop your expertise in any areas you are not yet familiar with, we are happy to consider that too.

EXPERIENCE AND KNOWLEDGE

Essential

- Proven track record of growing audiences and sales
- Marketing at senior level
- Brand development
- Website development and digital marketing
- Data analysis
- Ticketing and CRM systems
- Media press liaison
- Strategic planning
- Arts Council funding and reporting
- Managing budgets

Desirable

- Copy writing and editing
- Ticket software (Spektrix)
- Knowledge of the arts sector
- Educated to degree level
- Working knowledge of Artifax

COMPETENCIES AND SKILLS

Essential

- Excellent communication and interpersonal skills, with the ability to present information in a manner appropriate to the audience.
- Excellent written skills, high level of English grammar.
- Computer literacy- good knowledge of Microsoft Word, Excel, email, internet and experience of in-house databases, together with the use of web-based information systems.
- Ability to analyse and use data management information.
- Ability to work on own initiative and take responsibility.
- Ability to perform accurately under pressure, meet deadlines and make decisions.
- Excellent organisational skills with great attention to detail.
- Adaptable, flexible and pro-active approach to work.
- Good influencing skills and ability to foster and maintain successful working relationships with colleagues and contacts.
- Strong commercial awareness, target driven.
- Financially literate.

PERSONAL CHARACTERISTICS

- Must enjoy working with people and be customer-focussed.
- Dynamic, energetic, creative, and enthusiastic.
- Proactive and results-orientated.
- Adaptable, tactful, approachable, discreet and diplomatic.
- Flexible and reliable.
- High attention to detail.
- Supportive team player, resilient, works with humour.

Recruitment Pack

lighthouse
Arts & Entertainment | Poole

concert hall

SUPPORTED BY



AFFILIATED WITH

Registered Number 1368325 | Charity Registration Number 275961

Registered and Principal Office Lighthouse, Poole's Centre for the Arts, Kingland Road, Poole, Dorset BH15 1UG

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