

THE
BELGRADE
THEATRE
COVENTRY



Director of Audiences and Growth

**CANDIDATE
PACK**

HELLO

+ WELCOME!



Thank you for your interest in this role. It's an exciting time to join the Belgrade Theatre, as we springboard into the future, building on a completed £5.5m capital project, leadership change and ACE Uplift to a Band 1 organisation.

The Belgrade Theatre is one of the largest professional producing theatres in the West Midlands, engaging 250,000 people annually through high quality performances, training, education and community outreach. We have two auditoria (858 and 250 seats), four studios, a production workshop, café, bar, new conferencing facilities, and a digital innovation space.

In January 2022, Laura Elliot and Corey Campbell took over the leadership of the organisation, and are implementing ambitious plans that build on the theatre's rich history of pioneering theatre, participation, and talent development and realise a lasting place of sanctuary for creatives and communities.

Over the next 3 years we will lead a 'people first' approach; prioritising co-creation and cultural democracy; aiming to be a leading example of an inclusive learning theatre that sits at the heart of its community.

Laura Elliot, Chief Executive

Corey Campbell, Creative Director

**BELGRADE
THEATRE**

Our mission and values



A NEW VISION TO LEAD US

We will be a co-created theatre where diversity powers storytelling.

A NEW MISSION TO PURSUE:

To lead a people-first, creative powerhouse, providing transformative experiences, diverse storytelling, mutual learning and enrichment.

AS A STAGE FOR COVENTRY:

We produce and present performances that celebrate our city's diverse stories, artists and communities, and share them with the world.

AS A THEATRE OF LEARNING:

We invest in our region's talent, using our facilities and staff to provide training and opportunities for the next generation of artists and leaders.

AS A THEATRE OF TRANSFORMATION:

We provide space and opportunities for people to explore their creativity and enrich their health, belonging and education.

NEW VALUES TO INSPIRE

ACTING TOGETHER: We believe by collaborating and co-creating, we'll be greater than the sum of our parts, working collectively to the power of Coventry's people.

COME AS YOU ARE: We believe in providing an inclusive experience to ensure everyone who encounters us can do so as themselves, and that lived experience empowers the LIVE experience.

ALWAYS EVOLVING: We believe in learning and ambition. Each step we take propels the next, and every exit can become a new entrance.

**BELGRADE
THEATRE**

Job overview



Salary & Band: £55k – 60k dependent on experience

Contract: Permanent, Full Time

Line Manager: Chief Executive Officer

Responsible For: Communications, Press, Box Office, Fundraising, Front of House Teams

Location: Belgrade Theatre, Coventry

The Director of Audiences and Growth is part of the senior leadership team, working closely with the CEO at an exciting time for one of the UK's most pioneering theatres, in one of the nation's youngest and most dynamic cities.

This new role will ensure that:

- There is a unified strategy for Communications, Marketing, Box Office Fundraising and Front of House that delivers increased income through sales, audience engagement, increased profile, and fundraising
- The Belgrade Theatre meets or exceeds attendance and income targets, and our audience reflects the City of Coventry and its environs
- Our public-facing teams articulate the same powerful narrative about the work we do at the Belgrade Theatre to visitors and stakeholders, demonstrating our core values of co-creation, outreach and transformation.

You will lead income generation and stakeholder relations for sales and fundraising, contributing to, and increasing, our current £7.5 million annual turnover.

You will support our CEO in building our case for investment and lead on our impact reporting. You will be a prominent advocate for the Belgrade Theatre and a confident communicator and champion for the theatre in both public and private spheres.

You will ensure that the appropriate teams collaborate effectively across the Organisation, to achieve our objectives and work effectively with the Senior Leadership Team, key stakeholders and the Board of Trustees.

We are looking for a strategic leader, with a blend of creativity, business acumen and exceptional communication skills. You will ideally have a proven track record in:

- Leadership of a marketing or external relations department of a major organisation (ideally, theatre-based)
- Income generation and growth

If you thrive in a dynamic, ambitious and creative organisation, we encourage you to apply.

**BELGRADE
THEATRE**

What you will do



Strategic Leadership and Management

As a member of the Senior Leadership Team, you will help drive the organisation's strategy and vision, taking key decisions and role-modelling our behaviours and values

- Provide outstanding leadership and strategic direction to the Belgrade's Marketing, Communications, Fundraising and visitor-facing teams, supporting the managers in your team to lead and develop their departments, ensuring that targets are met and budgets adhered to
- Develop and implement a comprehensive and holistic marketing, communications and income generation strategy that aligns and integrates with the Theatre's mission and goals
- Encourage and build a culture through the Marketing, Communications, FOH and Box Office teams to understand, contribute and communicate the Belgrade's transformational activity, to drive sales and investment
- Promote and support best practices across the Organisation, including equal opportunities, EDI, management of risk, data protection, safeguarding, health and safety, continuous improvement and staff support and development
- Work with Box Office and Marketing teams to further develop the pricing and demand management practices to maximise opportunities to increase ticket sales, income and yield

Stakeholder Relations

- Develop a fundraising strategy for the Belgrade theatre, with particular emphasis on corporate and individual giving
- Lead the team to drive new income and growth from a range of public and private sources
- Lead on our impact reporting and support our CEO to ensure our narrative is communicated regularly and clearly to all strategic funders and stakeholders (including the Board of Trustees)
- Build and maintain effective relationships with external stakeholders and supporters
- Be an effective advocate and representative of the Belgrade Theatre at external events, in the arts, business and public sectors

**BELGRADE
THEATRE**

What you will do (cont)



Marketing, Communications and Front of House

- Establish a strong, positive narrative around the Belgrade's brand that reflects our values, mission, aims and objectives
- Develop innovative means for engaging with, and marketing to, new audiences
- Devise and Lead on CRM practices to effectively manage and deepen relationships with existing customers and attract new customers and supporters through meaningful, engaging and relevant messaging
- Bring your expertise on making the audience voice heard to all programming decisions, lending a skilled and informed eye to all programme choices and from an early stage in the planning process
- Ensure that all marketing and communications is delivered to a high standard and reflects the Belgrade's brand
- Oversee the procurement of external agencies and contractors, ensuring they offer value for money and comply with Belgrade policies and procedures
- Ensure the customer-facing departments, including front of house and box office, deliver an inclusive and welcoming experience, maximising opportunities to grow income and deepen relationships, operating efficiently within agreed budgets and financial targets

Other Duties

- With the Director of Finance, oversee the Marketing, Communications, Development and FOH budgets
- Support our commercial arm (Events, Conferences, Catering, Belgrade Theatre Scenery) and create a culture that complements the artistic policy and output of the Theatre
- Undertake relevant tasks as requested by the CEO and Board of Trustees
- Along with other SLT members, deputise for CEO as required

BELGRADE
THEATRE

What are we looking for?



Personal Qualities

- Passion for, and knowledge of, theatre
- A skilled and audience-centred theatre professional with an instinct and expertise in reaching new markets
- A confident and assured communicator, both in written and verbal presentations,
- Entrepreneurial, innovative, personable, collaborative and good at working on own and in a team
- Flexible and dynamic, with an ability to adapt and respond quickly to a fast-changing environment
- Ability to quickly build trust and credibility, both internally and externally

Experience

- Proven recent experience of leading a marketing, external relations or development team of scale
- Proven experience in income generation across a broad range of different sources
- Proven management experience of a high-performing team
- Influencing and inspiring a variety of stakeholders, verbally, in presentations, face-to-face meetings and in writing
- Expertise in working with senior stakeholders/volunteers, ideally including trustee boards

Skills

- Leadership skills: motivating and developing a cohesive, high-performing team
- Excellent written and verbal communication skills, including confident presentation and influencing skills and the ability to write persuasive and engaging content
- Excellent interpersonal and relationship-building skills across multiple internal and external stakeholders and funders, at a senior level
- Excellent organisational and planning skills and ability to set and meet deadlines
- Excellent decision-making and the ability to exercise sound judgement
- Excellent budget and financial management skills, including setting, monitoring and reporting to both internal and external stakeholders
- IT and database management skills including Word, Excel, PowerPoint and using databases

**BELGRADE
THEATRE**

Other info...



- The Belgrade operates a House Agreement based on the UK Theatre (formerly TMA)/BECTU (Broadcasting, Entertainment, Cinematograph and Theatre Union) Agreement and its Staff Handbook outlines the terms on sick pay, maternity leave and pay, paternity leave and pay, grievance and discipline and other relevant staff matters
- Employees' health and safety is of paramount importance, and Management insists that an employee obtains written express permission to take on any paid work or other employment during periods of TOIL (Time Off In Lieu) or holiday. No permission will be given for the first 28 days of holiday as this is a statutory requirement
- On appointment the successful candidate must be able to provide the correct documents as proof of their right to work in the UK.
- The candidate's contract of employment with the Belgrade Theatre does not come into force until the first day of work
- Staff are entitled to tickets for shows at the Belgrade Theatre, subject to particular conditions and 10% discount at the Theatre's Café and Bars
- **Start date:** ASAP
- **Salary:** £55-60k
- **Probationary period:** Three months
- **Notice period:** Four weeks during probation, three months following
- **Working Hours:** Your normal hours of work will be 39 hours per week over Monday to Friday. You are expected to offer reasonable flexibility in your working arrangements where it is considered necessary to undertake the duties you have been employed to perform and in the interests of the Theatre. There is no provision for payment of overtime
- **Overtime:** Is not payable but 6th day working and excessive additional hours will attract TOIL (time off in lieu) if agreed in advance with the Line Manager
- **Pension:** Auto-enrolment, with Belgrade currently making 3% employer contributions which will rise in line with legal requirements. The Theatre's appointed pension provider is NEST. Further details are available
- **Holidays:** 25 days a year plus 8 Bank Holidays, increasing by a day per year to a maximum 27 days plus 8 Bank Holidays
- **Location:** This role is based at the Belgrade Theatre in Coventry.

**BELGRADE
THEATRE**

How to apply...



Please send a **CV** and **covering letter** by **9am** on **Wednesday 15 Jan 2025** to recruitment@belgrade.co.uk or via post to: **Recruitment, Belgrade Theatre, Belgrade Square, Coventry, CV1 1GS.**

Please clearly mark the subject of your email, or address on the front of your envelope, as **Director of Audiences and Growth Application.**

Your CV should include: dates (months/years) of employment, job title and location. It should also include the name, work address, email address and phone numbers of two referees with a note to say how they know you.

Your covering letter should include: why are you interested in this post (e.g. what qualities you think you can bring to the job, your relevant skills, any additional information you feel supports your application). We recommend that you tell us what you can about yourself, with reference to the **What You Will Do & What We Are Looking For** sections. Please also include any relevant qualifications or training courses attended.

Alternatively, we can accept applications in other formats, including voicenote or video.

Your covering letter should be no more than two sides of A4/500 words or a video/voicenote of no more than five minutes in length.

If you are applying through the **Disability Confident Scheme**, please reference that in your cover letter or application, and also complete the disability confident survey via this link: [Disability Confident Survey](#).

If you need any support to help you apply, please don't hesitate to get in touch and we will do our best to meet your needs. We particularly welcome applications from people of the Global Majority, people who are disabled, neurodivergent and people who are currently under-represented in our industry.

Interviews will take place **w/c 20 Jan 2025.**

EQUAL OPPORTUNITIES FORM

The Belgrade Theatre is committed to ensuring equal opportunities, aiming to attract and work with staff from a wide diverse pool. The information that you give us on this form will be treated confidentially and stored on our HR database as statistical information only. This will be used to help monitor the diversity of applicants and to enable us to continue to develop policies and procedures regarding diversity and to submit required data to our funders. The information you supply will not be made available to anyone in any form other than anonymous data.

Please complete our monitoring form via this link: [Diversity and Equal Opportunities form.](#)



BELGRADE THEATRE

BE



BAR

OF



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

Belgrade Theatre Trust
Registered Charity Number 219163



Belgrade Theatre,
Belgrade Square,
Coventry, CV1 1GS
belgrade.co.uk
Box Office: 024 7655 3055