

Lyric

DIRECTOR OF COMMUNICATIONS & SALES



Rhys Taylor as Fairy Fredbare in *Cinderella*. By Jude Christian. Directed by Tinue Craig. Photo by Helen Maybanks.



Tripti Tripuranani as Mrs Lahiri. Anjana Vasan as Niru in *A Doll's House*. By Tanika Gupta. Directed by Rachel O'Riordan. Photo by Helen Maybanks.



Fode Simbo as Snow. Polly Frame as Kris Kelvin in *Solaris*. By David Greig. Directed by Matthew Luton. Photo by Mihaela Bodlovic.

"The Lyric ...it's simply a theatre that thinks for itself." A.A. Milne

We are the Lyric Hammersmith Theatre. We are the civic and creative heart of West London. We believe that everyone deserves to experience the life changing impact of theatre.

In our big, beautiful theatre, we tell stories that matter and work with exceptional talent to make ambitious, entertaining, inspiring shows for our audience in West London and beyond.

We remove barriers to engagement and ensure young people have the opportunity to discover the power of their creativity, shaping the future of British theatre.

We are inclusive, forward looking and unafraid of change – we are proud of our history and ambitious for our future.

A local theatre with a national impact: The Lyric - 125 years young

Work with integrity and respect

We support each other with kindness, openness and integrity. Together we celebrate our achievements and work collaboratively through our challenges.

Every day we learn and grow

We continue to ask questions, seek answers and share our learning with each other for the benefit of the Lyric.

Be ambitious and action-focused

We believe in excellence; we have a can do attitude, go the extra mile and ensure our ideas become actions.

Serve our West London community

We are here for the people of West London, every decision we make and action we take should benefit our community.

HOW TO APPLY

To apply for the post, please:

- Complete an **application form** in type or black ink. Use the Supporting Information section on the form to explain why you are interested in this role and how your experience and skills match the person specification.
- Return the **application form** by email to jobs@lyric.co.uk and fill up online **equal opportunities monitoring form**: <https://lyric.co.uk/equal-opportunities-form/>
- Do not submit CVs, as these are not accepted

The deadline for receipt of completed applications is **10am on Wednesday 29th November 2023** Interviews will take place on **Wednesday the 6th of December 2023**.

If you would like to submit your application form in another format or require this information pack in a different font or format, we would be happy to accommodate this. Please contact the Administration & HR Team on 020 8741 6822 option 2 or jobs@lyric.co.uk to discuss a suitable alternative.

JOB DESCRIPTION FOR THE POST OF DIRECTOR OF COMMUNICATIONS & SALES

RESPONSIBLE TO:	Executive Director
RESPONSIBLE FOR:	Box Office Manager Head of Campaigns
CONTRACT:	Full-time, permanent role
SALARY:	£52,500 per annum
HOURS/DAYS:	<p>The majority of the post-holder's hours are expected to be worked between 9am and 7pm Monday to Friday. Due to the nature of the Lyric's work the post-holder may be required to do some evening and weekend work to fulfil the requirements of the role.</p> <p>The Lyric has a <u>House Agreement</u> that details our approach to working hours for all staff.</p> <p>We welcome conversations around flexible working.</p>
HOUSE AGREEMENT TYPE:	Office Agreement
HOLIDAY:	30 days per annum, including Bank Holidays with an additional day added for each year of service up to a maximum of 35 days.
PENSION:	3% pension contribution after qualifying period
NOTICE PERIOD:	4 months
PROBATIONARY PERIOD:	6 months

OTHER BENEFITS INCLUDE:

Season ticket loans, Cycle to Work Scheme, Employee Assistance Programme, Staff Ticket Scheme including complimentary and discounted theatre tickets, and staff catering discounts

MAIN PURPOSE OF POSITION

The Director of Communications & Sales leads the development and delivery of the Lyric's communications, marketing, sales, digital and audience development strategies. Playing a central role in income generation for the theatre and with responsibility for brand, reputation and advocacy management. As a member of the Lyric's Senior Management Team, the Director of Communications & Sales contributes to the overall strategic development of the organisation as well as leading the Communications and Sales department.

The department currently comprises: Head of Campaigns, Marketing Manager, Press & PR Officer, Press & Marketing Assistant, Box Office Manager, 2 x Box Office Assistants (part-time) and the Box Office casual team.

KEY RESPONSIBILITIES**Communications**

- Lead a creative communications team in developing and implementing the Lyric's overall communication and marketing strategies to maximise the public profile of the theatre, which articulates the Lyric's Strategic Vision and achieve sales and audience development targets for all Lyric shows, young people's work, fundraising schemes, events, commercial enterprises and activities
- Act as the brand guardian and champion and ensure that we present a consistent and coherent brand identity and messaging across all public facing activities
- Ensure that our design of marketing and communication material is consistently high quality, aligned to the brand and inspires our audiences
- Working with the HR Business Partner and Executive Director to ensure effective internal communications
- Ensure effective PR, key stakeholder and media strategies are implemented to promote the reputation and positioning of the Lyric

Income Generation

- Work with the Lyric's Executive Director and Director of Producing & Planning on season planning, performance schedules, pricing and setting box office targets for the Lyric's artistic programme and take responsibility for monitoring and working to meet these
- Take responsibility for, yield management, discount strategies and attendance targets using data from past seasons to inform decision-making
- Work with the Box Office Manager to develop sales initiatives and to encourage upselling, cross selling and fundraising at appropriate points of sale, building and utilizing the Lyric's relationships with ticket agents
- Manage the marketing campaigns for merchandising including design, print digital elements for the Bars & Catering and the Events & Hires business in consultation with the Commercial Director delivering against the LHE Business Plan.
- Utilise the Lyric's system integrations such as Spektrix, pointOne and My Visit for pre-show communications, marketing campaigns, pre & post show hospitality and internal and external loyalty.
- Manage the promotion of fundraising campaigns and events in consultation with the Development Director, delivering against the Fundraising Strategy.

Audiences

- Lead the development, implementation and monitoring of a comprehensive audience development strategy, with clear goals to include new, diverse and more representative communities
- Develop our audiences – growing the core audience, adding to it with new, regular attenders for our work and ensuring audience development targets are met
- Build greater customer loyalty via an effective CRM strategy informed by the use of data, research and customer insight, ensuring that our customer analytics provide the information we need to maximise sales
- Oversee the evaluation of all marketing and press campaigns using appropriate analytics to diversify audiences and grow income, ensuring the implementation of the ACE surveys
- Lead organisational understanding of audiences, monitor audience behaviour and demographics and undertake research as required
- Work alongside the Commercial Director to ensure that everyone that visits the theatre, is given an exceptional level of customer service in line with the Lyric's Customer Experience Strategy.
- Oversee the customer services/complaints process for the Lyric, in conjunction with the Commercial Director, acting as a senior lead for decisions and responses, and escalating to or alerting the Executive Director when appropriate

Digital

- Lead the development of our digital communications strategy and drive the continued growth of our digital profile and impact, by ensuring that rich and engaging digital content is created and used to maximum effect across all platforms
- Manage the relationship with the Lyric's web developers (Cog) and ticketing software supplier (Spektrix)
- Ensure the ongoing development of the Lyric's website and ticketing platform to keep pace with new releases, innovations and industry standards and to meet the Lyric's needs

Management and Reporting

- Lead the communications, marketing, PR and sales functions of the Lyric
- Recruit, induct, manage and appraise all staff including freelance/agency staff ensuring that they are delivering on all objectives set and meeting all policies and procedures set by the Lyric
- Provide leadership to a team across a number of disciplines, ensuring that future recruitment supports the Lyric's stated commitment to develop an Equal, Diverse and Inclusive workforce. Promote their engagement with wider organisational aims, values and vision and create opportunities for staff to learn and flourish
- Be responsible for the development, delivery and effective management of Sales and Marketing budgets including the setting of income and attendance targets alongside the Senior Producer and Executive Director
- To compile and present statistical reports and trends and provide advice to senior colleagues, trustees and funding bodies as required
- To regularly review all policies and procedures relating to the Lyric's communications and sales function and ensure they are implemented. This includes 'Customer Service' and 'Data Protection'
- To be the designated Data Controller for the Lyric and lead on ensuring GDPR compliance, working with senior colleagues to implement appropriate policy and processes
- Work closely with other senior managers to implement the Lyric's Business Plan and to improve the management and performance of the organisation as a whole

General

- Attend internal and external meetings, conferences and events as required and contribute to all aspects of the Lyric's operation and development as a member of the Senior Management Team
- Represent the Lyric at external events as required and develop and maintain a wide a wide network of contacts to achieve increased awareness of the Lyric and to maximise its artistic and business growth
- Participate in industry-wide/cross-venue strategic initiatives and advocate these within the Lyric
- Regularly attend Lyric Hammersmith Theatre shows and other events, including press nights and development events
- Attending internal and external meetings as required
- To adhere to the Lyric's Equality Policy, Diversity Action Plan and any other policies or plans the Lyric may introduce in the future, and to play an active and positive role in our anti-racism work
- To work at all times in accordance with the Lyric's Green Policy and ambition to be net-carbon zero by 2030 and to proactively develop and encourage environmentally sustainable practice
- To take an active role in your continuing professional development, identifying relevant training and professional development opportunities
- To act always in the best interests of the Lyric Hammersmith Theatre
- To undertake any other duties as agreed with the Executive Director as is appropriate to the post

This job description is a guide to the nature of the work required of this role. It is not wholly comprehensive or restrictive and may be reviewed as required.

PERSON SPECIFICATION

Essential

- Significant marketing and communications experience at a senior level
- An excellent communicator with strong written and verbal communication skills
- A creative and imaginative strategist
- Experience of creating, implementing and evaluating effective marketing campaigns
- An ability to effectively interpret marketing and audience data
- Experience with brand awareness and management
- Budget management and excellent attention to detail
- Impeccable planning and administration skills
- Understanding of Data Protection and PCI regulations
- Strong leadership and ability to manage, develop and motivate a team including working with agencies and freelancers
- Excellent interpersonal skills including experience of collaborating with leading artists and different internal teams
- Flexible and proactive attitude, able to work well under pressure and prioritise
- A commitment to diversity, access and inclusion
- A genuine interest in the overall work of the Lyric

Desirable

- Knowledge of West London
- Passion for theatre and/or the cultural sector

EQUALITY & DIVERSITY

The Lyric values and promotes diversity and is committed to equality and opportunity for all. We are working actively to be an anti-racist organisation. Everyone who works with us is required to comply with and actively promote our Equality Policy, and no job applicant or member of our workforce will receive less favourable treatment on the grounds of age, disability, gender, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religious belief, sexual orientation, class or socio-economic background, trade union activity or political activity or opinion.

The Lyric Hammersmith Theatre has made a commitment that all applicants with disabilities who meet the essential criteria for this job will be invited to interview.

We may use positive action, in cases where candidates are equally qualified, to increase the employment of under-represented groups at the Lyric.

The Lyric Hammersmith Theatre is proud to be a Disability Confident Committed Employer and an official Partner of Parents in Performing Arts (PiPA).



APPOINTMENTS

All appointments are made subject to satisfactory references, proof of eligibility to work in the UK and are subject to an enhanced or standard Disclosure and Barring Service (DBS) disclosure.

LYRIC CONTACT DETAILS

If you have any questions about this role or your application, you can contact the Lyric's Administration & HR Team on 020 8741 6822 option 2 or jobs@lyric.co.uk.

We look forward to receiving your application.



Photo by Helen Murray



Photo by David Tett



Photo by Helen Murray