



## **ROLE PROFILE**

### **Head of Sales and Marketing**

**Reporting to: Managing Director**

**Salary: circa £45,000 - £48,000 + generous benefits**

#### **Main Purpose of Role**

Reporting to the Managing Director, the Head of Sales and Marketing will lead Cadogan Hall's Marketing and Box Office functions in maximising ticketed revenue through all current and future channels. The role will manage the Hall's marketing department and through the box office manager, take responsibility for leading on box office operations. The role will create and deliver audience development plans and direct brand strategy and communications across all mediums. The role will form part of the Hall's Senior Management Team

#### **Key Accountabilities**

- To lead the Sales and Marketing team to achieve the maximum impact and effectiveness in terms of external profile and earned income from ticket sales.
- To ensure that the Hall operates a first class box office service that is appropriate to the needs of the organisation and our partners.
- To provide proactive and timely support to a wide range of partners and promoters who engage the hall on all promotions.
- To ensure that the box office is cost-effective, scaled by sales channel and at the leading edge of technological advances.
- To expand the sale of box office services to third parties such as other venues, promoters and festivals.
- To manage the human resources of the team effectively, shaping working groups on projects as required.
- In collaboration with all appropriate Managers and Assistant Managers, to deliver other agreed key performance indicators.
- To lead on the development of integrated Sales, Marketing, Communications and External Relations plans, reporting regularly on the key performance indicators relating to it.
- To specifically develop the Hall's digital ambitions, including digital marketing plans, to build the database, increase online sales and make the fullest use of the website as a sales, communication and CRM tool.
- To push forward a digital agenda in all forms, across the organisation.
- To develop a comprehensive Marketing & Communications strategy for the Hall and deliver it to meet agreed income targets, monitoring and evaluating progress.
- To work with the Managing Director to develop and deliver an audience development strategy for the Hall, to identify and target new markets and audiences.
- To manage the relevant budgets for the above, including the most effective use of the marketing budget.
- To network and keep abreast of current developments in the industry, to ensure that the Hall is a market leader and aligned with best practice.

- To play a role in representing the organisation across the nations capital, and nationally, where appropriate, in particular within the immediate catchment on Chelsea and SW1.
- To work closely with the Managing Director and Concerts Manager to present a coherent and unified approach across the Hall's own promoted concert-series, internally and externally.
- To ensure that the Hall remains legally compliant in all areas relevant to the post.

#### **Key Accountabilities – general**

- To undertake any duties reasonably requested by the Managing Director.
- To recognise the importance of the organisation's Health and Safety and Equality policies and to adhere to these in word and in spirit.
- To comply with all other policies of the organisation.
- To uphold and live out the organisation's values.
- To engage with and undertake learning and development and continuous professional development for the role as required by the organisation.
- To participate in one-to-ones, supervision, appraisal and performance review as required by the organisation.

#### **Skills and Experience**

- A proven track record that demonstrates successful results in originating marketing and communication campaigns leading to required box office income.
- Excellent knowledge of contemporary box office systems and practice.
- Excellent understanding of the challenges of working in the Arts sector and/or Music. Previous employment in the sector is very likely to be beneficial.
- A highly competent leader and influencer of others.
- A confident and pragmatic manager, with a talent and liking for change management, who can enthuse colleagues on the bigger picture whilst maintaining an eye on detail.
- An ability to influence and gain commitment from colleagues, peers and the team, provide marketing leadership and help deliver a single vision for the department.
- A strategic thinker, who can simplify a complex environment.
- Experience and competence in leading marketing, communications and external relations functions, preferably within a performing arts environment.
- Demonstrable success in evaluating and improving effectiveness of external communications activity, including regular and bespoke campaigns for marketing or media relations.
- A strategic understanding of the role and importance of customer intelligence to inform effective marketing operations.
- Experience and understanding of developing a brand, both for customers and for stakeholder engagement.
- Awareness, and ideally experience, of the opportunities offered by digital and social media.
- Excellent verbal and written communication skills, with a thorough understanding of communicating with internal and external customers, and experience of delivering compelling correspondence, statistics, presentations and reports.
- Strong organisational and budgeting skills.
- Focused, results-driven and enthusiastic.
- Ability to work in a pressurised environment, manage competing priorities and deliver results within changing circumstances and priorities.
- Ability to lead, inspire and motivate a team, and to manage their performance.



## Candidate Brief

### Head of Sales and Marketing

#### The job

Forming part of the Hall's Senior Management Team alongside the Head of Operations, Head of Technical and reporting to the Managing Director. With overall responsibility for both creating demand for our programme and managing the resulting ticket sales, this is clearly a pivotal role.

Cadogan Hall presents over 340 events each year. This scale of output demands a robust and technically dynamic box office service and a marketing function that brings imagination and flair to selling a very diverse programme where virtually every event is unique rather than part of an extended run.

#### Box Office

The Hall uses the Spektrix box office platform and we sell around 275,000 tickets each year, with close to 70% of these tickets now sold online. We are working toward print at home ticketing on some events and full mobile ticketing is likely in the next year or two. Anticipating and implementing the opportunities afforded by new digital technologies will be a key part of the job.

Many of our audiences now demand the same online shopping experience that is available from multi-national companies and we need to react to this and deliver above customer expectation.

#### Marketing

The successful candidate will inspire the marketing team with both strategic vision and the detailed knowledge of how to generate an audience for any event, whether that is a visiting symphony orchestra or an improvised jazz quintet playing in the foyer. Despite the size and value of our growing database, we now place increasing emphasis on finding new audiences in the digital space and leading our team in this is a key priority. Demonstrating ROI across every marketing channel, particularly digital is essential.

To be effective in this role you will firstly need to work effectively with the Managing Director, creating deliverable marketing plans within carefully managed budgets. You will then need to direct the marketing team in managing a high workload with demanding deadlines. In this process you will work closely with internal colleagues and our many commercial promoters in the rock, pop and classical sectors. Cadogan Hall is a key date on many tours and we need to ensure that our hall remain the venue of choice.

#### Partners

Cadogan Hall works closely with a growing number artistic partners including our resident orchestra the Royal Philharmonic Orchestra, the International Management Group, Hazard Chase and Serious as well as a wide ranging scale of individual promoters who engage the hall. Obviously we need to offer our partners an excellent box office service but we also need to work collaboratively on audience development. We are now considering how we can best offer our shared audiences the easiest routes into accessing all the great music in our hall. Developing this discussion with our partners – and with the wider cultural community is a priority.



## Advert

### Head of Sales and Marketing

Salary c. £45,000 to £48,000 (subject to experience) + generous benefits

In the heart of Chelsea situated moments from London's famous Sloane Square, Cadogan Hall is one of the capital's most iconic venues.

We now have a vacancy for a 'Head of Sales and Marketing' which will take responsibility for our box office, marketing and audience development functions and also form part of our senior management team.

Cadogan Hall hosts over 340 events a year in our main hall (capacity 950), foyer and breakout spaces and is proud to have the Royal Philharmonic Orchestra as its resident orchestra.

Staging and promoting a diverse programme that embraces live performance of every type, we support a vibrant classical, jazz, world and contemporary programme with leading national and international concert promoters.

The Head of Sales and Marketing will take responsibility for maximising box office revenues and leading on audience development. The high turnover of unique events requires exemplary management of the marketing work flow executed with creative vision, commitment and flair. Supporting this, our box office function needs to remain dynamic, ready to deliver our services across multiple platforms.

Cadogan Hall works increasingly in the digital space more than 70% of ticket sales now online. Finding and engaging with new audiences online will be an increasingly important part of the role.

This job demands broad marketing experience at a senior level and a sound knowledge of box office practice. It is likely that this will have come from within the receiving venue sector but this is not essential. Excellent people management skills and budgetary control are pre-requisites.

We have exciting plans to develop Cadogan Hall - building on the success of the past thirteen years - to further develop the cultural landscape of Chelsea and the wider catchment within the nation's capital.

This is a rare opportunity to join a dynamic organisation supported by a long established, fresh thinking and dynamic commercial board.

**Closing date: Friday 6 July**

**Please apply electronically with your CV and covering letter, stating relevant experience and why you would like to work at Cadogan Hall to [Joanna.Batt@CadoganHall.com](mailto:Joanna.Batt@CadoganHall.com)**

**Interviews will be conducted the week commencing 9 July 2018. If you have not received an invitation for interview by this date, please assume that you have not been successful on this occasion.**