



BIRMINGHAM
HIPPODROME



HEAD OF MARKETING

Candidate Pack

Welcome

Birmingham Hippodrome is on a mission to enrich the cultural life of the region. Our vision is to create a distinctive, world-class Birmingham cultural scene with the Hippodrome at its heart. We reach over one million people a year through on and off stage programmes of work, digital presence, and performances in Birmingham and beyond; providing that “goosebumps” feeling through memorable and extraordinary experiences.

We are an independent charity, run by a board of voluntary trustees with no regular revenue funding from public sources. We frequently invest in projects alongside Arts Council England and with Birmingham City Council. Generous support is received from the business community through sponsorship and other partnerships; from individuals through donations and memberships; and from grant-making trusts for special programming and infrastructure projects. As a major employer in the region, we play a leading role in the Southside Business Improvement District.

We are looking for people to join us on this journey at a pivotal time in our evolution; recognising our people and network of talented freelancers and volunteers are core to the growth and success of the organisation.

The future of Birmingham Hippodrome is you!

Values

Our values are all about who we are, what we believe in and what sits at the very heart of a Hippodrome experience.



Our vision and mission state our purpose and who we want to be in the future.

Vision

A distinctive, world-class Birmingham cultural scene with the Hippodrome at its heart.

Mission

Providing those “goosebumps” feelings through memorable and extraordinary experiences.

Thank you for your interest in our role!



Birmingham Hippodrome has been entertaining audiences for over 125 years and welcomes well over 500,000 visitors through its doors each year. The Marketing team plays a leading role in upholding Birmingham Hippodrome’s brand, meeting sales, visitor and audience targets for a diverse range of shows, events and programmes of work.

As the Head of Marketing, you will be pivotal in leading and developing the department and its relationship with both internal as well as external stakeholders. You will take a progressive stance on all aspects of Marketing, evolving our strategies and campaigns to meet the needs of its audiences, staff and partners; securing Birmingham Hippodrome’s ongoing relevance for years to come. You will be joining a team of skilled professionals, with a passion and desire to ensure Birmingham Hippodrome maintains its reputation as a world class venue.

Chilina Madon, Executive Director

Dept. Aims

The Marketing Team strives to achieve the following aims:

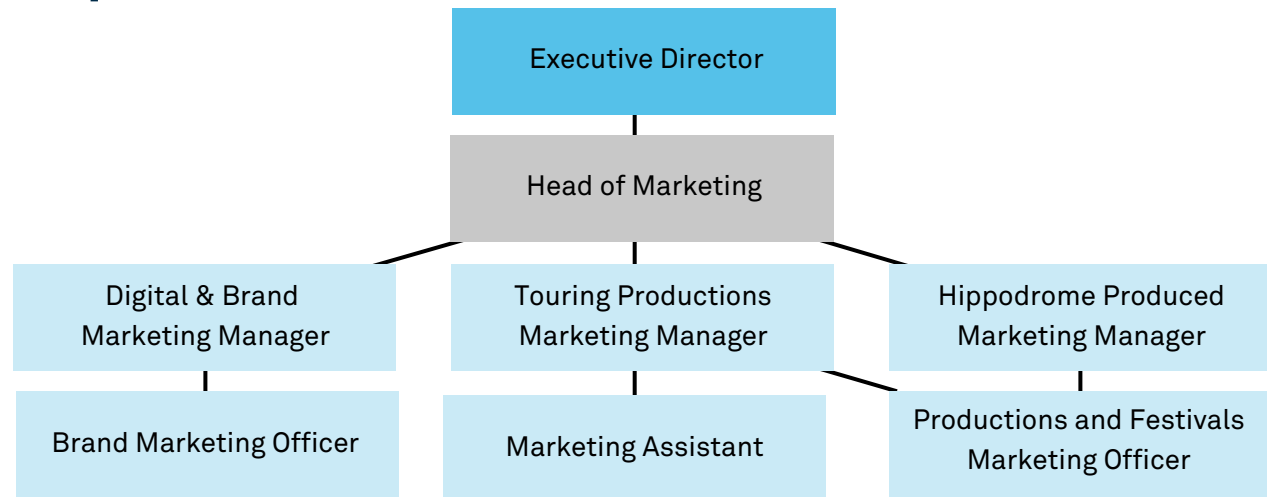
Uphold the brand of Birmingham Hippodrome, evolving it to ensure relevance for years to come

Engage with the wide and varied communities of the West Midlands to meet our audience and sales targets

Build close and trusted relations with our producers, partners and stakeholders

Take a progressive attitude towards developing tools for communicating with and selling to our audiences and visitors

Dept. Structure



Hear from our collaborators

“We hugely value the collaborative approach to marketing, sales and comms we enjoy with the Birmingham Hippodrome team. As the home of the country’s biggest regional pantomime, the Hippodrome plays a pivotal role in our year. The team’s expertise not only drives commercial success for the Hippodrome but also strengthens our own reputation as leaders in live entertainment. When sharing examples of best practices with others, we often look to the Hippodrome’s approach as a source of inspiration.”

Crossroads Entertainment

Role Summary

Reporting to the Executive Director, the Head of Marketing oversees Birmingham Hippodrome's marketing, brand and pricing strategies, building loyalty with existing audiences and stakeholders whilst also drawing in new and diverse visitors across the full breadth of our work.

Working closely with the Information & Sales, Communications and Business Systems teams, the Head of Marketing is responsible for developing the venue's CRM strategy, driving over 500,000 paid admissions to our auditoriums as well as over 200,000 visitors to our events and wider programmes of work, including campaigns for produced work. The role oversees the continual evolution and roll out of branding across all channels of communication, including the organisation's website and social media platforms.



Role Title

Head of Marketing



Department

Marketing



Salary

£45,000 - £48,000



Hours

37.5 hours per week



Location

Hybrid, with a minimum of two days onsite per week



Reporting Into

Executive Director



Direct Reports

Three

What does success look like in this role?

Overall

- Uphold and further develop the reputation and profile of Birmingham Hippodrome as one of the most successful theatres in the UK
- Support Birmingham Hippodrome's progress towards its ambition to be the most accessible venue of its scale in the UK
- Clear articulation of the full breadth of Birmingham Hippodrome's work, building understanding, engagement and excitement with a wide variety of different audiences and stakeholders
- Driving sales to our auditoriums and attendance at our festivals and produced work, building loyalty amongst our visitors both new and retained

Strategy & Leadership

- Establish a strategic overview of marketing across all of Birmingham Hippodrome's activities, commercial and charitable ventures
- Work closely with the Executive Director, Creative Director, other colleagues and partners to develop and lead on effective audience development strategies that engage the priority audiences identified in the strategic plan
- Lead, inspire and develop a high functioning and productive marketing team of six, including professional development, appraisals, recruitment and management of employees
- Set the strategic direction for the Marketing team, prioritising and planning for areas of work
- Be the expert on audience data, disseminating both qualitative and quantitative information across the organisation in order to better inform decision making
- Continuous development of methods and channels of marketing and communications, keeping pace with technological advancements
- Work alongside the Senior Leadership Team to uphold a positive, open and honest working culture across all teams

Programme

- Lead on marketing discussions with producers, agencies, suppliers and consultants, maintaining timely and effective communication
- Oversee the budget, setting forecasts and campaign plans for over 60 productions per year in our 1,800 seat Main House and 200 seat Patrick Studio, including produced work, maximising on sales, attendance and audience development targets
- Work closely with colleagues to communicate our wider programme of activity, in our building and beyond, notably our off-site, New Work, New Musicals and Creative Partnerships work
- Work with the Head of Sales to evolve and further develop our pricing strategy to meet organisational objectives
- Bring your expertise to programming discussions, aiding and informing decision-making
- Use data to inform wider campaign activity for the organisation

Brand & Digital

- With the Head of Communications, lead on the evolution of Birmingham Hippodrome's brand and tone of voice, sense checking against market perceptions, sales and visitor trends; ensuring we remain relevant to the youngest and most diverse city in Europe
- Have oversight of the roll out of the brand across the organisation, ensuring consistency of approach across all teams and partners
- Develop a CRM strategy for new engagement on current and new work whilst driving frequency and retention with existing visitors
- Work with the Heads of Business Systems and Sales taking a future facing approach to the ongoing effectiveness of all sales channels
- Continually seek creative improvements and efficiencies on the use of the venue's website, payment path, social media, SEO and digital advertising
- Contribute to the continuous development of our CRM systems to ensure Marketing fully utilise available functionality

What does success look like in this role?

Finance & Monitoring

- Hold overall responsibility for individual campaigns as well as the overall marketing budget, ensuring maximum impact within agreed and available resources
- Contribute towards organisational KPIs in line with the venue's five-year strategy
- Create departmental KPIs with the Heads of Sales, Communications and Business Systems
- Monitor return on marketing investment and evolve areas of benchmarking and evaluation of audiences and visitors for both onstage and wider programmes of work
- Work closely with the Fundraising team, developing materials to increase memberships, attract new supporters, contributing towards sponsorship and investment proposals, trust and foundation applications and other income sources, reporting against agreed outcomes
- Oversee campaigns to help maximise on ancillary income from food and beverage, memberships and vouchers sales

General

- Further cement the position of the organisation's Marketing, Sales and Communications team as an exemplar within the industry
- Be the senior point of contact for partners, producers, agencies, companies and colleagues across the organisation for all matters relating to Marketing and audiences
- Lead on internal communication for these areas, ensuring all departments are well-briefed on proposed and current projects; and that organisational platforms and promotional materials reflect all Hippodrome activity, clearly and accessibly
- Create strong connections within the national and regional cultural sector, representing Birmingham Hippodrome in networks and at conferences and sector events, raising the profile of our work nationally
- Work closely with colleagues to ensure the safe planning and delivery of activity, working within health and safety guidelines at all times
- Ensure that all activity complies with UK GDPR legislation and aims for best practice
- Comply with all statutory and Hippodrome requirements in areas such as safeguarding, sustainability, dignity at work, wellbeing, inclusion and anti-racism
- Perform any other reasonable duties as assigned by the Executive Director

Expectations for all Head of Department level roles

Strategy

- Can translate strategy into an operational plan; looks two+ years ahead
- Able to own their department's strategy.
- Shares their specialist subject knowledge with their Director to feed into the overall strategy for that area.
- Communicates and oversees strategy to Managers and wider team.

Networking

- Builds solid relationships with other HoDs internally and looks to make external contacts to grow own network to benefit the organisation.
- The ability to represent at local and regional networks.

Reporting

- Provides regular reports and meaningful insights into the data and shares this with own Director.

People

- Proven People Management Skills including effective recruitment, induction of new hires, positive coaching and conducts regular check ins with team, managing performance as required
- Able to influence and negotiate as required and build relationships with people at all levels.
- Can inspire and motivate team to achieve great results.
- Comfortable having difficult conversations as required.
- Coaches direct reports/Managers to be effective people leaders, leading by example.
- Able to inspire people through times of change.

Finance

- Responsible for setting departmental budget as agreed with Director.
- Can sign off expenditure up to a value agreed by the Director.

Commercial/Scope

- Sets targets for department and identifies areas of opportunity.
- Able to liaise with other Heads of Department and seek opportunities for cross collaborations.
- Engages with, and challenges Directors where appropriate.
- Supports the Organisation's stance to the Managers.



Person Specification What we're looking for in the ideal candidate specifically for this role:

| Requirements | CORE You should meet most of these requirements | DESIRABLE You should meet some of these requirements |
|--|--|--|
| Relevant Experience | <ul style="list-style-type: none"> • Experience of working at senior level within a Marketing role • Experience of running and developing a high functioning team • Experience of developing and implementing organisational marketing strategies • Experience of leading on large-scale, dynamic and innovative cross-platform marketing campaigns • Experience of managing departmental budgets • Experience of designing and leading audience development strategies, attracting new, diverse audiences • Experience of significant data analysis, sales reporting, pricing analysis, and CRM systems management • Experience of developing and maintaining internal and external stakeholder relations | <ul style="list-style-type: none"> • Experience within the arts or charity sector • Experience of working on varied campaigns speaking to a range of different stakeholders • Experience working in a large-scale producing or presenting theatre • Experience overseeing artwork design and marketing campaigns for produced work • Experience working in a culturally diverse context • Experience of managing a team, effectively and developmentally |
| Relevant Skills, Knowledge & Attributes | <ul style="list-style-type: none"> • Knowledge of and interest in theatre and performing arts • Proven leadership skills • Brand development • Knowledge of current marketing trends and challenges • Sound knowledge of UK GDPR considerations • Analytical skills to be able to make informed decisions • High levels of computer literacy including up-to-date knowledge of sales systems, databases, email, websites, word processing and spreadsheets • Managing multiple tasks and working to tight deadlines • Proof reading • A high standard of written and spoken English • Excellent interpersonal, administration and organisational skills | <ul style="list-style-type: none"> • Knowledge of resource management software • Mentoring/coaching • Stakeholder management • Understanding of Access and Inclusion, especially with regard to audiences |
| Relevant Qualifications | <ul style="list-style-type: none"> • CIM or equivalent qualification | <ul style="list-style-type: none"> • Leadership/Management training |

You will also need to demonstrate the following from our values



People Focused

We care deeply for our staff, audiences, volunteers, partners, participants and artists and are dedicated to ensuring that any Hippodrome experience is a positive one. Our people are the beating heart of Birmingham Hippodrome.

- Respect and value other people's ideas, experience and perspective to encourage open and considerate conversations
- Champions a culture of personal development to help teams grow and perform, but also to support career development
- Ensures there is a great employee experience within Department which starts from the point of recruitment to the time someone leaves



Inclusive

We provide a safe and inclusive space for expression and creativity, priding ourselves on being collaborative and reflective of our city region. Inclusion is integral to everything that we do and is central to our decision-making.

- Respects and encourages differences in opinion, creating a culture of positive intent without fear of blame
- Champions a culture of diversity and inclusion, knowing great teams draw on differences as strengths
- Work in a collaborative way with other Heads of Department so different teams within the Hippodrome share knowledge and experience to achieve great results



Inspiring

We bring individuals, groups and communities together to share those wonderful 'goosebumps' moments: emotive, world-class, cultural experiences that ignite imaginations and inspire future generations.

- Feels confident enough to make suggestions for how things can be improved to create the best experience for our audiences and wider community
- Provides clarity and rationale on departmental priorities and translates this into deliverable plans where everyone understands their role and value
- Thinks ahead strategically (two years +) to anticipate and be agile to future opportunities and risks



Sustainable

We take care with our actions, safeguarding the long-term sustainability of Birmingham Hippodrome through our work, environmental responsibilities and business practices.

- Does the right thing - even when no one is looking
- Collaborates with other Heads of Department to avoid duplication or waste of resources



Progressive

We are ambitious for ourselves, our partners and our city region. We aim to be the best at what we do, always looking for new ways to advance, improve and evolve whilst being mindful of our rich and vibrant history.

- Be open to new ideas and innovation to drive continuous improvement
- Leads change effectively, balancing ambition and enthusiasm with respect and humility
- Can be a "positive disruptor" where needed; challenging the status quo and presenting strong business cases for change

Our Benefits

Life Essentials

- Flexible working
- 30 days of annual leave, plus bank holidays
- Other enhanced leave & pay such as Family, Sickness, Compassionate

Financial

- Annual Pay Reviews
- Enhanced pension offer matching 6% after 2 years service
- Life Assurance
- Critical Illness Cover
- Discounted Car Parking
- Emergency Hardship Loans
- Electric Car Scheme
- Bus & Train Pass Salary Sacrifice

Learning & Development

- Learning culture - where mistakes are embraced
- Training budgets
- In-house training
- Access to over 400 online courses through our Learning Library
- Annual performance review
- Internal only roles, external roles shared in advance

Emotional

- Employee Assistance Programme
- Personal Growth Fund - £175 per year
- Wellbeing Working Group
- Mental Health First Aiders

Physical

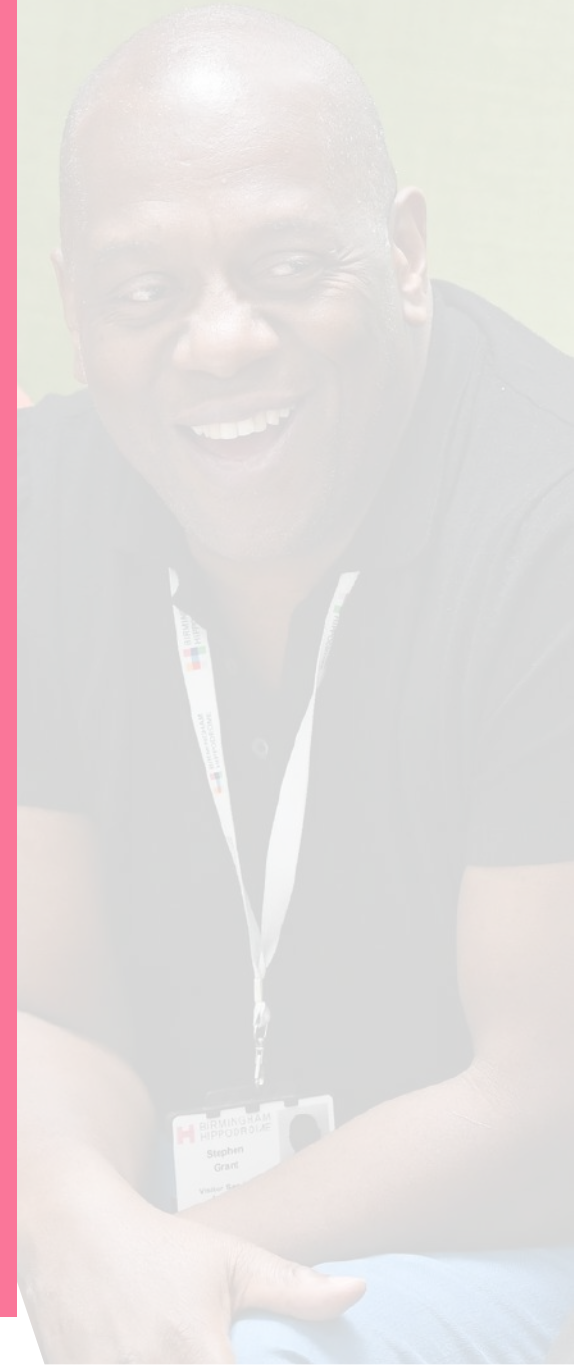
- Opticians & Glasses Vouchers
- Occupational Health Appointments
- Flu Jabs
- Discounted Private Medical Insurance
- Gym Membership Salary Sacrifice

Social

- Staff ticket offers
- 50% off bars & kiosks
- 20% off The Circle Lounge
- Onsite Green Room - lunch space
- Hippodrome Headliners Awards
- Social events

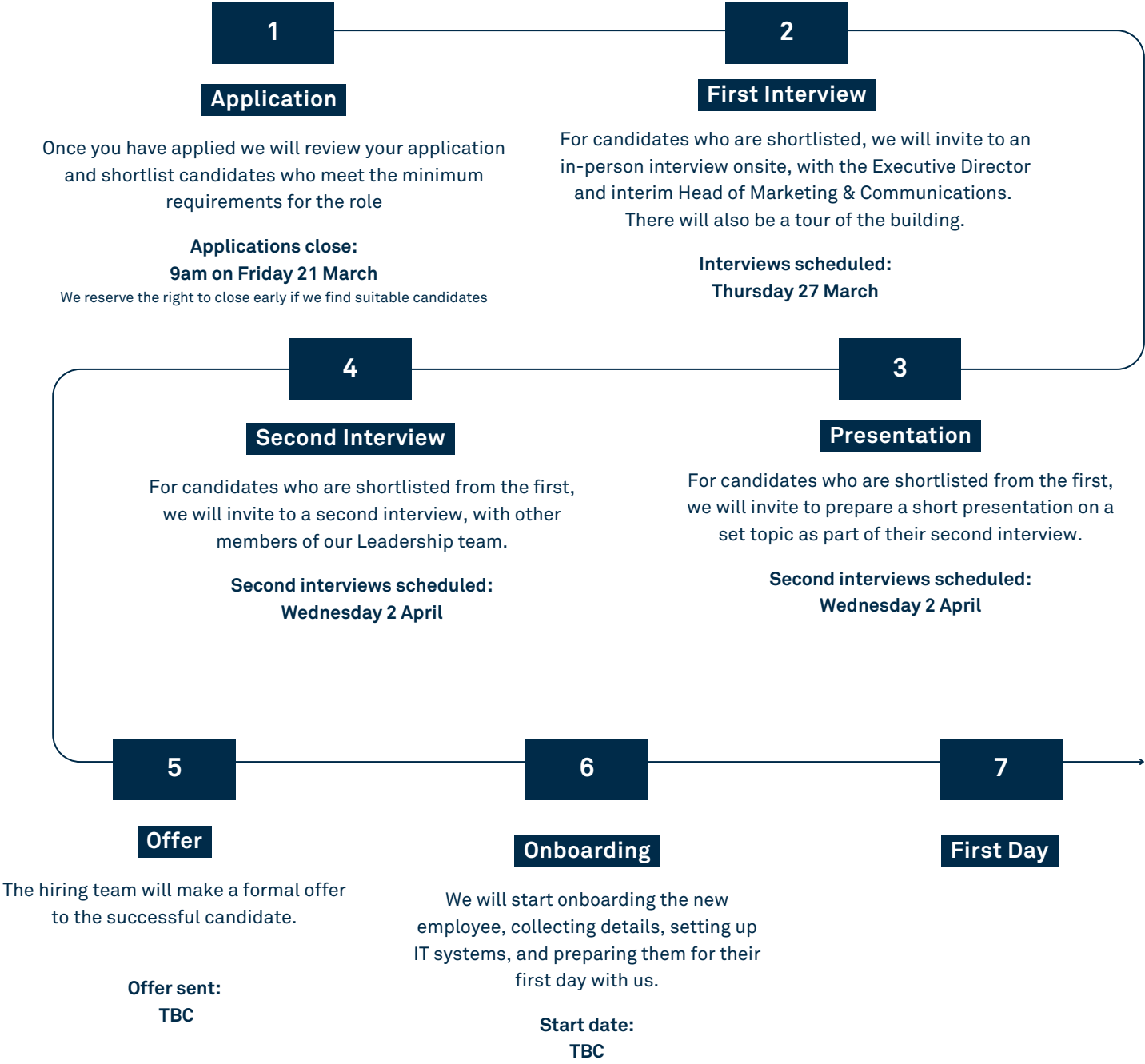
Engagement

- Variety of working groups to join such as Inclusion & Anti-Racism & Green Team
- Regular forums on key projects
- Employee Rep Committee
- Annual Engagement Survey
- Quarterly Wellbeing survey



Successful Candidate Journey

Timeline



Birmingham Hippodrome
Hurst Street
Southside
Birmingham
B5 4TB

If you have any questions please contact a member of the HR People Team via recruitment@birminghamhippodrome.com

To apply, and for further information please visit our careers pages: birminghamhippodrome.com



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