

# READING REP THEATRE

## Job Application Pack





## The History of Reading Rep

**Reading is big enough to be a city – but it's not – it's the largest town in the UK. And yet in 2011 it had no producing theatre of its own. And so Paul Stacey founded Reading Rep in 2012 with a £500 overdraft and a vision: to help revitalise Reading's cultural landscape by making and creating the highest quality theatre – with, by and for Reading.**

The company started out working from a small black box theatre belonging to Reading College. From this they produced their first plays on a shoestring – shows like *The Dumb Waiter*, *Miss Julie* and *The Nativity Play Goes Wrong* (a co-production with the Olivier Award-winning Mischief Theatre). These were brilliantly well received, and the 60-seat venue was bursting at the seams, proving the thirst for high quality theatre and culture in Reading.

From these humble beginnings the company has gone on to produce productions with many of the UK's leading emerging theatre-makers, including Barney Norris, Roy Alexander Weise and Cathal Cleary. Reading Rep's award-winning work (including productions such as *A Little History of the World*, *Disco Pigs* and *The Mountaintop*) has been co-produced with leading regional and London theatres including Nuffield Southampton Theatres, Arcola Theatre and Oxford Playhouse. Reading Rep-produced shows have toured both regionally and nationally – helping to put Reading firmly in the national cultural scene.

Reading Rep is not only about the work on stage. ENGAGE is our flagship community outreach programme founded in 2015, that exists to provide access to the arts to Reading's most vulnerable communities. We work with people with learning disabilities, the elderly, refugees and the homeless as well as dozens of nursery/primary/secondary and special schools. We run a year-round programme of workshops, delivered in partnership with Reading Libraries, Reading Borough Council, the Cultural Education Partnership, the NHS and numerous others, that has reached 15,000 children, young people and adults in the last 18 months alone.

Reading Rep Theatre has won numerous awards including the Judges Award at the 2019 Reading Cultural Awards for

Sustained Excellence, a Pride of Reading Cultural Contribution Award, and a Local Hero Award for our work with marginalised communities. Critical acclaim and sell out success meant that the company needed a permanent home, and in 2018 – just six years since the first production – they began raising funds to convert a former Salvation Army Hall into a 175 seat theatre and cultural hub.

After raising over £1million throughout the Coronavirus pandemic the company will open its new venue in 2021. Help us to make this vision a reality.





**Reading Rep Theatre**  
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Reading Repertory Theatre  
Registered company no.: 7907370  
Registered Charity no.: 1147048

18 months ago we opened Reading's first and only producing theatre.

In that time, we have:

- Reached 20,000 people and sold over 10,000 tickets
- Garnered national and local recognition in the press | [The Guardian](#) | [Reading Chronicle](#) |
- Been Nominated for a Stage Award for "Theatre Building of the Year"
- Given 10% of all our tickets for free to those that would have been otherwise unable to access theatre
- Delivered over 3500 hours of free workshops
- Supported 3 associate companies
- Worked with 25 primary schools, 20 secondary schools, 3 colleges and 1 university

We are seeking exceptional people to join us on this journey.

### **JOB DESCRIPTION: Head of Marketing**

Devise and implement innovative marketing and communications strategy and campaigns to meet ticket income targets mutually agreed with the Artistic Director and Executive Director, and ensure the long-term success of Reading Rep Theatre.

#### **You'll be responsible for:**

Continuing to grow a loyal audience of this significant new venue by applying your considerable experience and creative marketing acumen to engage with the community and achieve high ticket sales.

At Reading Rep you will be creating and staffing your own Marketing department to become an integral, hands-on part of the small, passionate team, keen to make a positive impact locally and nationally within the theatre-going community.

#### **leading on our brand**

- Grow and maintain a strong and consistent visual identity for Reading Rep venue and productions
- Maximise all digital opportunities to extend public awareness of Reading Rep, via social and other developing digital media
- Establish and maintain an organisational tone of voice across all Reading Rep platforms and via press activity
- Manage the creation and production of the season brochure, overseeing the

work of designers, printer and mailing house

- Manage the RR website and social channels, creating content to maximise audience engagement and commercial sales with our web designers
- Oversee communications and work with external press representation to tell our stories and celebrate our successes
- Continually seek new marketing and partnership opportunities to promote the Reading Rep brand via third party stakeholders

### **developing our audience**

- Grow a significant national and loyal, local audience through effective and innovative marketing campaign activity
- Use Spektrix, our CRM database, to provide insights and audience knowledge to drive business decisions and report upon KPIs
- Stay abreast of marketing and digital thinking and investigate all new ideas that will enhance Reading Rep activities

### **managing risk**

- Continually assess pricing strategies to ensure maximum ticket yield and income from Box Office revenue
- Work with ED and AD to set financial targets for productions
- Manage all marketing, digital and press expenditure budgets
- Ensure campaigns are fully integrated across all platforms, including website, print, direct mail, distribution, press, advertising, digital and social media
- Ensure all campaigns are executed in a timely manner and to budget

- Comply with GDPR regulations in relation to all personal customer data and its usage and understand the importance of its guardianship

### **collaborating with people**

- Line management experience with the ability to develop the skills and knowledge of the Marketing Assistant
- Work with and manage a range of third-party suppliers including press agents, designers, producers, creative team etc
- Work with the Senior Management Team to provide regular reports and analysis to share with the Board of Directors and funding bodies
- Work closely with ENGAGE, our community outreach programme to inspire creativity and self-expression to those who have least access to the arts

### **achieving our shared goals**

- Help put Reading on the national cultural map by becoming one of the leading producing theatres regionally (South/East), and one of the leading producing theatres nationally
- Become a regional model for inclusivity to ensure that everyone in Reading, especially those with least opportunity, can access the arts
- Support the marketing of the wider Reading Rep remit, including fundraising campaigns and deepening understanding of our charitable aims

## Person Specification

### Essential Knowledge, Skills and Experience

- Experience of marketing in a theatre or arts organisation
- A proven track record of achieving sales targets
- Able to devise and implement innovative marketing strategies using the full marketing mix
- Knowledge and experience of driving audience growth and development
- Knowledge of budget setting and daily financial management
- Excellent communication, presentation and negotiation skills, written and verbal
- Excellent writing skills – able to write accurate, creative copy for all Reading Rep comms
- Proactive, considered approach to problem solving, in a busy environment
- Impeccable proofing skills with an eye for strong imagery and design aesthetic
- Experience of design, artwork and print production
- An understanding of GDPR management and implementation at venue level
- Ability and willingness to work outside of normal office hours when required

### Desirable Knowledge, Skills and Experience

- Experience of ticketing, sales and box office related activities including Spektrix
- Ability to provide regular reports and analysis to share with the senior management team, Board of Directors and funding bodies
- Line management experience and development of team
- Willingness to research the latest industry thinking on digital and social media marketing, advertising and comms techniques and apply where appropriate
- A hands-on approach to simple design requirements using Photoshop skills
- Willingness to create varied visual social content from capturing images, creating gifs to simple video (ie vox pops) and audio-visual assets
- Experience of using Google Marketing products - Youtube, Google Display Network, Google Ads

## Job Summary

**Responsible to:** Founding Artistic Director and Executive Director

**Line Manager:** Executive Director and Joint CEO

**Responsible for:** Marketing Assistant

**Salary:** Dependant on experience

This is currently a 0.6 role but we would consider job shares/full-time or part time applicants (minimum 0.6).

Flexible and remote working considered.

**Term:** Fixed term contract for a period of 23 months

**Holiday:** 20 days plus bank holidays per annum. Raising 1 day per annum for each year of service to a maximum of 25.

**Probation period:** 6 months

**Notice Period:** 1 month during probation and 3 months thereafter.

**Pension:** Reading Rep operates a NEST pension scheme and will make a 3% employer contribution.

**Start Date:** TBD with the successful candidate

**Location:** Reading Rep Theatre, Kings Road, Reading, RG1 4LY. We have an admin office in the adjoining Reading College Campus.

All staff are encouraged to take an active part in the artistic life of the organisation.

We actively encourage people from a variety of backgrounds with different skills and stories to join us and influence and develop our working practice. We are particularly keen to hear from people of colour and candidates who self-identify as disabled. Reading Rep Theatre is committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, caring responsibilities, disability, gender, gender identity, marriage and civil partnership, pregnancy and maternity, race, religion or belief and sexual orientation. Please contact us at your earliest convenience if you have any additional requirements that we can support you with during the application process or at interview.

## How To Apply

To apply, please send your CV and a covering letter (of no more than two sides each) demonstrating how your experience, skills and qualities make you the ideal candidate for this role to [jobs@readingrep.com](mailto:jobs@readingrep.com)

Please put **HEAD OF MARKETING** in the subject line of your email. Please ensure you send back a completed equal opportunities monitoring form as part of the application.

The deadline for applications is **31st October 2022 at 5pm**

Interviews will be held in the **W/C 7th November 2022**

**Prospective candidates would be welcome to an informal discussion with Nick Thompson (Executive Director) in advance of submitting an application. Please email [ellie@readingrep.com](mailto:ellie@readingrep.com) to arrange a suitable time.**