



DIRECTOR OF AUDIENCES

£50,000 per annum – full time (with flexible working hours possible)

Permanent appointment

Some working from Cardiff will be required

National Theatre Wales is fuelled by the pursuit of connection. We see theatre as a tool to bring people together to reflect, explore and be inspired by the stories of our nation. We want everyone in Wales to see themselves, their communities, their experiences and their futures imagined in the work we make. Our staff are at the heart of us fulfilling that purpose.

ABOUT THE ROLE:

Sitting as part of the National Theatre Wales (NTW) Strategic Leadership Team, the Director of Audiences will work closely with the Artistic Director/Chief Executive, Executive Director/Deputy Chief Executive, Director of Collaboration and Director of Producing, bringing unified leadership and direction in the delivery of the Company's strategic vision.

Responsible for building, diversifying and strengthening relationships and connectivity with audiences and stakeholders, this role brings an audience-centred approach to the heart of organisational thinking through the delivery of an integrated brand, audience development and communications approach.

The role will oversee the embedding and management of a strong Company brand culture and innovative audience development approaches; lead on marketing including oversight of campaigns and sales, communications including PR, Digital Content & Innovation Strategy, stakeholder management and engagement, and CRM and audience data insight. This post-holder will also act as a spokesperson for the Company in the Media and with other key stakeholders.

RESPONSIBLE TO

Artistic Director / Chief Executive

Executive Director / Deputy Chief Executive

RESPONSIBLE FOR

Communications & Marketing Manager

WHO WE THINK YOU MIGHT BE:

An experienced and innovative communications professional, you are driven to constantly challenge your understanding of audience needs, motivations and behaviours to engage with them authentically and on their terms. You are brilliant with people and at building meaningful connections between them. You are passionate about the impact of the arts on individual lives and the potential for wider society, and you want to widen and deepen access to the arts as a result. You also want to celebrate the stories of Wales through creative, original and empathic communications. You will have a track record of centring audiences and communities within creative, stand-out communications campaigns. If you recognise yourself in any of this, then we'd really love to hear from you.

We need a workforce that represents an entire spectrum of lived experience. The more diverse the perspectives we have influencing what we do, the stronger and more meaningful our work will be. We encourage applications from all communities, faiths, backgrounds and from anyone who experiences racism or

ableism. We recognise the social model of disability and are committed to working with our employees to remove barriers to inclusion. We also seek to overcome the barriers faced by applicants with caring responsibilities through a flexible working culture.

WORKING FOR NTW

Every member of staff at NTW has a significant role to play in achieving the Company's goals. We are all advocates for the Company's work and ethos and Company Members are encouraged to go and see work, develop networks and connections, introduce new artists and community members to NTW and help develop ideas for the future. Attendance at Company meetings and Creative Ideas meetings, and active involvement with NTW TEAM (our programme involving a wide range of communities in everything we do) is an important and valued part of everyone's job. Beyond the specific tasks of each job description, these Company-wide activities are a key part of each staff member's contribution and achievement.

KEY RESPONSIBILITIES OF THE ROLE

As a member of the NTW Strategic Leadership Team you will:

- Lead and model a strong and unified organisational culture built on foundational principles of empathy, diversity, inclusivity and sustainability;
- Contribute to the development and implementation of the organisational strategic plan, working closely together to ensure a fully integrated approach that places artists, audiences and communities at the heart of NTW;
- Work in close partnership to lead, manage and inspire a cohesive, committed Company of staff - providing a clear sense of direction is consistently communicated and delivered via a robust set of systems and strategies;
- Use innovation and creativity to inspire change and a drive for equality; both internally and externally across the arts and cultural sector, Welsh society and beyond - promoting theatre as an active force for change in a rapidly changing world.

Audience Development

To ensure audiences and potential audiences are central to all NTW activity, thinking and communications.

- Working with the Strategic Leadership Team to ensure the needs, motivations and perspectives of NTW audiences informs organisational thinking, planning and decision making
- Leading on the development and implementation of the audience development framing of the Our Work Strategy, maximising the reach, range and diversity of NTW audiences
- Developing innovative and creative approaches to audience research and consultation activity, building data, insight and analysis to inform in-depth understanding of audience attitudes and behaviours to inform overall Company strategic direction and to drive engagement figures
- Working closely with the Director of Producing to set and monitor box office income targets and pricing strategies
- Working with the Collaboration and Creative Development teams to develop creative cross-organisational audience development activities and projects
- Working with the Artistic Director / Chief Executive and with the network of Welsh venues, to develop a loyal audience base for theatre and for NTW across Wales, particularly focused on young people and with individuals who have lived experience of racism, ableism and/or poverty
- Working with the Director of Producing and Director of Collaboration to oversee bespoke Front of House activity for each production, drawing together community promotion, audience development and artistic content

Marketing & Communications

To draw core and targeted messaging from the strategy and artistic programme, and ensure all communications are values-driven.

- Working with the Artistic Director / CEO to devise annual communications plans which draw core messaging from the artistic programme, aligned with NTWs' vision, mission and values and with our audiences and other stakeholders' needs, interests and perspectives
- Working closely with the Communications & Marketing Manager and Operations & Social Impact Manager to develop and deliver impactful, distinctive, values-driven content which communicates core and targeted messaging including on our organisational impact
- Overseeing the Communications & Marketing Manager to devise and run successive marketing campaigns which drive engagement figures, including ticket sales, and support their work in developing and implementing a new suite of systems and processes to ensure a robust approach to campaign planning and delivery, linked to wider organisational function
- Overseeing the design and delivery of a PR & Media Plan, aimed at ongoing external positioning and profiling of NTW across the arts and cultural sector and beyond, and at managing the Company's reputation
- Working with the Communications & Marketing Manager and Media agencies to shape and develop a long lead press and media approach aimed at developing NTWs' role and impact on Welsh civic life
- Working with the Director of Collaboration to support TEAM communications and create a more cohesive offer which draws on NTW core messaging and develops content specific to TEAM's vision
- Managing communications and marketing campaigns budgets, contributing to income target setting

Company Brand

To embed the new NTW brand – including tone of voice and visuals – across the Company in both communications and thinking.

- Working with the Strategic Leadership Team to lead on the implementation of our new Company brand, positioning and building the reputation and profile of NTW in Wales and internationally
- Acting as Company brand ambassador, supporting and challenging colleagues to ensure they apply a consistent implementation of the brand values and approach across all aspects of the organisation
- Ensuring the NTW Company brand is integrated, clear and consistent across all communication channels and is recognisable through all aspects of the Company's work, including by leading on style guides, toolkits and in-house training
- Working with the Executive to create consistent and effective internal communications

Digital

To grow online audience reach and depth of engagement.

- Leading on the development of NTWs' Digital Content and Innovation Strategy, overseeing the Audiences and Communications Team to explore ways to expand reach, access, engagement and impact digitally across all areas of the business
- Leading the Audiences & Communications Team in the embedding and evolution of the soon to be launched NTW website, and developing our social media and email communications, creating a stronger presence and visibility for NTW online and growing digital engagement figures

Stakeholder Management & Advocacy

To lead on stakeholder intelligence and engagement, and develop relationships across NTWs' operating environment including within the media.

- Leading on stakeholder management and engagement internally and externally, including devising advocacy programmes with key stakeholders as both a pre-emptive and responsive tool
- Leading on reputation management, overseeing Media relations, and working with the Communications & Marketing Manager to ensure plans are in place for areas of sensitivity, and advising the Board and Strategic Leadership Team on issues of political, media or public matters
- Ensuring Media evaluation targets are clear and regularly reviewed, building a library of evidence related to the organisation's successes
- Alongside the Executive, acting as spokesperson and advocate for the Company in public forums including the Media

CRM & Audience Data Insight

To complete the implementation of the new CRM system and generate dynamic audience data insight for the Company.

- Leading on developing and integrating the Company CRM system Spektrix throughout the organisational systems and processes, ensuring data insight and audience and wider stakeholder consultation helps to shape the strategic direction of company programme planning
- Working with the Operations & Social Impact Manager and Communications & Marketing Manager to develop effective systems for data capture, tracking, and analysis and reporting on organisational progress, learning and strategy to influence decision-making by the Strategic Leadership Team, Board, and wider stakeholders
- Working with the Executive to develop the Venue Touring model for Wales, and strengthening relationships with the venues of Wales to work towards more consistent and comprehensive, GDPR compliant audience data sharing

PERSON SPECIFICATION

NTW is always open to considering investing in someone who can show us development potential in this role, even though they may not be able to demonstrate all of the essential criteria listed below.

	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Demonstrable experience of strategic and operational brand implementation • Experience of having successfully delivered innovative marketing and communications campaigns which exceeded sales and engagement targets • Significant experience of audience development ideally in a creative or cultural context, including building audience for online and in-person content • Experience of conducting audience research and consultation activities • Track record of effective deployment of CRM Systems across organisational systems and processes • Demonstrable experience in audience analytics and managing data collection to deliver insights on digital marketing campaigns • Significant experience of operating at a senior level in a similar role • Demonstrable experience in leadership and management – demonstrating strong values 	<ul style="list-style-type: none"> • Experience of developing and implementing Audience Development strategies • Track record identifying and building new audiences for theatre • Experience in analysis of box office targets and effective pricing strategies • Experience of speaking with and to key decision-makers in high pressure situations
Knowledge & Skills	<ul style="list-style-type: none"> • An inspiring leadership style that combines creativity with a 	<ul style="list-style-type: none"> • Able to communicate through the Welsh Language, verbally and in writing

	<p>pragmatic and rigorous approach to management</p> <ul style="list-style-type: none"> • Ability to develop strategies and implement them into meaningful outcomes • Ability to manage stakeholder relationships • Ability to identify and develop mutually beneficial partnership agreements • Excellent communication and interpersonal skills, with a high degree of emotional intelligence and confidence in public speaking 	<ul style="list-style-type: none"> • High-level creativity and ability to devise novel and unexpected solutions and strategies • Wide-ranging knowledge of the arts, culture and media context in Wales • Knowledge and understanding of the social impact of the arts and culture and how to communicate this
Personal Qualities	<ul style="list-style-type: none"> • Excellent interpersonal skills with the ability to develop strong and successful working relationships at all levels • Strong knowledge of and commitment to increasing equality, diversity and inclusion • Deploys a positive, proactive, solution-focused and productive approach, and embeds this within team attitudes • Thrives in a sometimes-high pressure environment, juggling various changing priorities and timescales 	<ul style="list-style-type: none"> • Demonstrable passion for theatre, creativity and the arts as a tool for social change • Understanding of the arts sector in Wales and across the UK
Qualifications	<ul style="list-style-type: none"> • Degree and/or professional qualifications in communications and marketing OR extensive relevant experience at this level 	<ul style="list-style-type: none"> • MA or MSc in a relevant subject

TERMS & CONDITIONS

Salary: £50,000 per annum

Hours: 35 hours per week (plus a compulsory break for one hour, taking the working week to 40 hours). We will consider flexible working arrangements for the right candidate.

Holidays: 25 days per year (excluding statutory Bank Holidays).

Term: Upon completing a 3-month probationary period, this is a permanent position

Notice: Following completion of a 3-month probationary period, the notice period is three months.

Pension: We offer a stakeholder pension scheme with Royal London for all our employees. Monthly contributions are deducted from your salary; you can contribute a minimum of 3% - more if you choose to – and we contribute 5%. Once you've completed your probationary period and you know you want to stay, you will be automatically signed up to the scheme, and we will backdate our Company contributions to your start date.

HOW TO APPLY

You can either write a cover letter of no more than 2 pages OR film a video of yourself lasting no more than 5 minutes. We have no preference, and will be happy to accept either format, so feel free to choose whichever suits you best. In your cover letter or video, tell us about you, your experiences, skills and attributes that are relevant to the job, and tell us a bit about what you aspire to in life. What matters to you? What do you believe in? Where would you like to be in 3 years-time? What changes would you like to make to our society? What do you enjoy doing? Send us your cover letter or video with a completed application form and your CV (no more than 2 pages please, plus references) to: work@nationaltheatrewales.org by **5pm on Monday 22 August 2022**.

If you are shortlisted, we'll invite you to interview over zoom, likely taking place in the week starting **29 August 2022**. These are friendly, largely informal 45-minute conversations with approximately four people including NTWs' Artistic Director / Chief Executive, the Executive Director / Deputy Chief Executive and a TEAM panel member. We'll send you a rough outline of the questions we'll ask you, and short biographies of the above in advance.

If you have any questions about the role or the process, don't hesitate to get in touch at work@nationaltheatrewales.org