



## **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 on 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.

#### **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 provide proactive and timely support to a wide range of partners and promoters who engage the hall on all promotions.
- To manage the human resources of the team effectively, shaping working groups on projects as required.
- 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.
- Through the Managing Director, deploy a comprehensive and established Marketing & Communications strategy for the Hall, meet agreed income targets, monitor and respond on 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.
- In collaboration with all appropriate Managers and Assistant Managers, to deliver other agreed key performance indicators.
- 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 play a role in representing the organisation across the nation's 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**

- Excellent understanding of the challenges of working in the Arts sector and/or classical and contemporary music. Previous employment in the sector is very likely to be beneficial.
- A proven track record that demonstrates successful results in originating marketing and communication campaigns leading to required box office income.
- Knowledge and understanding of contemporary box office systems and practice.
- 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 Sales and Marketing reports directly to the Managing Director and line manages to marketing staff and supports the box office manager. 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 295,000 tickets each year, with close to 95% of these tickets now sold online. 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 of artistic partners including our resident orchestra the Royal Philharmonic Orchestra, the International Management Group, BBC Proms 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.