



**NEW
WOLSEY
THEATRE**

NEW WOLSEY THEATRE

Head of Sales & Marketing

Full-time, permanent
Recruitment Pack

Deadline: 9am, Monday 10th March 2025
Interviews: Monday 17th March 2025

Welcome

Hello,

We're delighted that you're reading this application pack.

Are you a dynamic marketing professional ready to make a lasting impact?

We're seeking a visionary Head of Sales & Marketing to lead our marketing, sales, audience development, PR, and corporate relationships teams. This pivotal role will focus on maximising revenue while amplifying our theatre's values, mission, and cultural impact both locally and nationally.

Reporting to the Chief Executive/ Artistic Director, as Head of Sales & Marketing, you'll develop and implement innovative strategies to grow our audience, foster community engagement, and enhance our profile in the cultural landscape. You'll also nurture and inspire a talented team, within an award-winning arts organisation, valued locally, regionally, and nationally, using motivational and development skills to bring out the best in each individual, through collaboration, creativity, and excellence.

We're looking for a strategic thinker with a proven track record in marketing leadership, exceptional communication skills, and a passion for the arts.

If you're ready to inspire and drive our theatre's success, we'd love to hear from you!

This is a full-time, permanent role, working 40 hours per week, typically Monday- Friday.

While experience in the theatre sector is not essential, previous experience in a senior marketing role is required.

This is an exciting time to join the New Wolsey Theatre (NWT). Our pantomime, **Sleeping Beauty**, is one of the longest-running in the country, entertaining over 30,000 audience members both in person and online. This spring, we will debut our first international collaboration, a revival of Michael Frayn's **Noises Off**, which will tour Ipswich, London, Cumbria, and Luxembourg. Looking ahead, we are launching a brand new website in 2025, and have a packed programme of visiting productions and community projects, with over 300 events annually.

The deadline for applications is **9am on Monday 10th March 2025**
Interviews will be held on **Monday 17th March 2025**

We will reimburse reasonable travel expenses for candidates to attend interviews.

We know what it's like when you're considering applying for a new job. It can be exciting and a little daunting thinking about joining a new organisation and working with new colleagues. NWT is a company of brilliant people, some know the organisation inside out, and others are just starting to put down new roots, including award-winning theatre director, playwright and cultural leader Douglas Rintoul, Chief Executive/ Artistic Director, who moved from London to Ipswich in 2022. We all believe in the transformative and life enhancing power of Theatre and creativity.

We'd love applications from people of all backgrounds, especially from Black, Asian and ethnically diverse backgrounds, those who identify as deaf and disabled people, neurodivergent people, members of the LGBTQIA+ community and those from lower socio-economic backgrounds. We are up for exploring support and development needs and will make reasonable adjustments to enable applicants to participate in the selection process, and for the successful applicant to carry out their role.

If you have any further questions after reading this material or would like an informal and confidential discussion about the position, or if you would like this candidate pack in different accessible formats please contact Lucy Parker lparker@wolseytheatre.co.uk 01473 295940

We look forward to hearing from you.

The New Wolsey Theatre



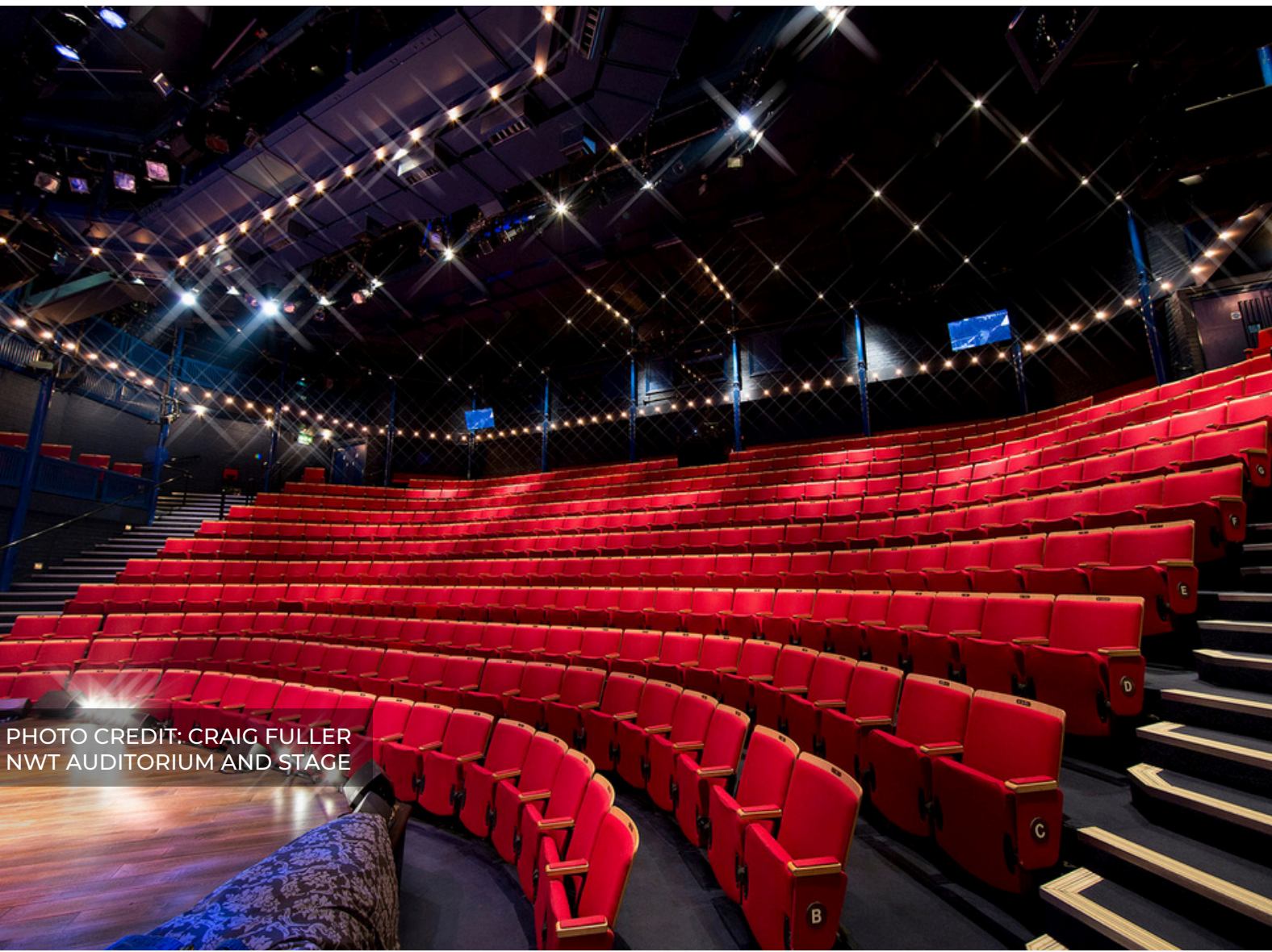
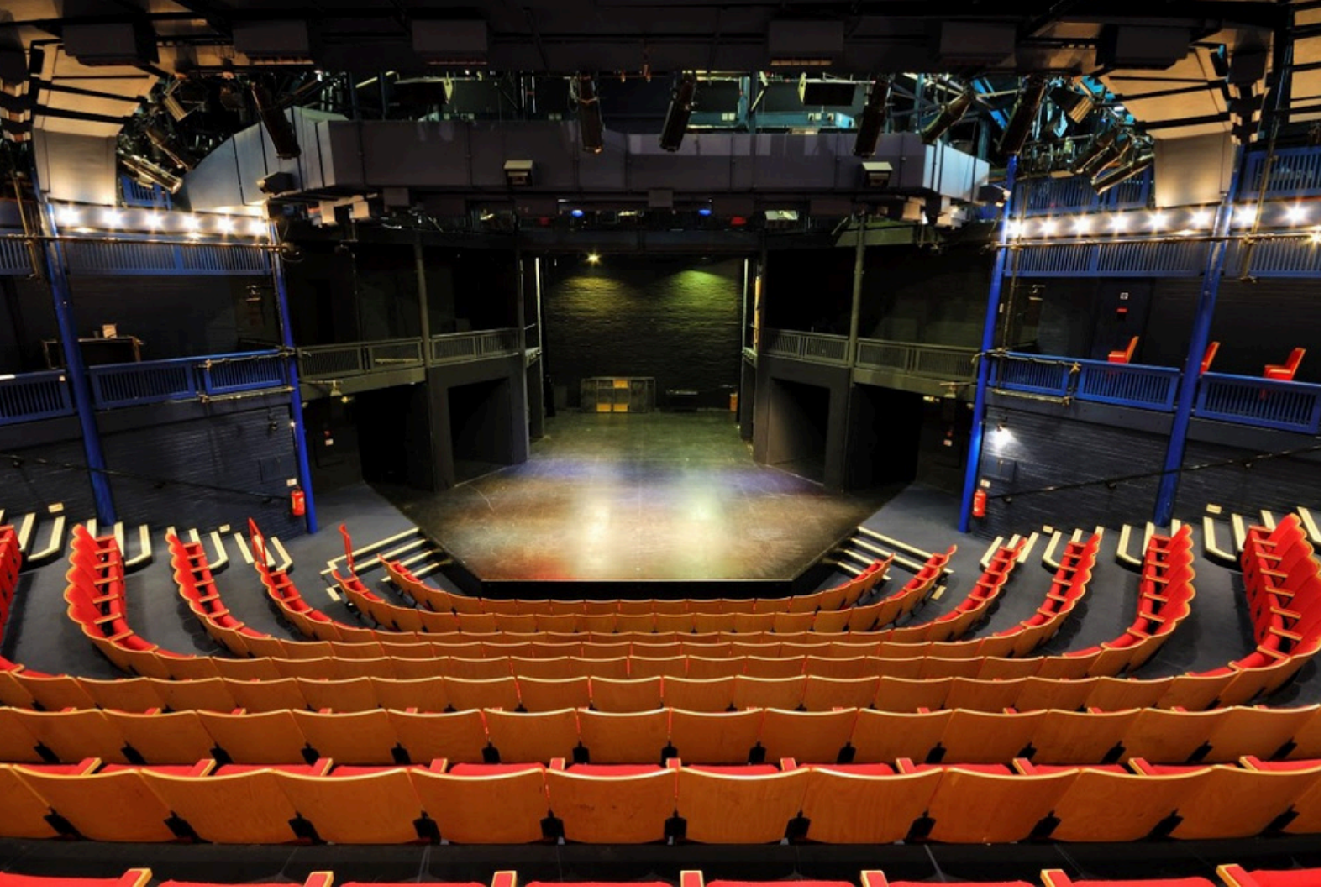


PHOTO CREDIT: CRAIG FULLER
NWT AUDITORIUM AND STAGE

About you

You are a strategic and creative professional with proven expertise in marketing, sales, and income generation.

You have a results-driven approach, combining strong leadership skills with a commitment to inclusivity and engaging diverse audiences.

With experience in delivering impactful campaigns, managing budgets, and driving audience growth, you are excited to shape the NWT's future success and promote NWT as a vital cultural hub.

Strong collaboration and teamwork skills are essential, as you will work closely with colleagues across the organisation and with senior leadership to ensure we achieve excellence and best practices in everything we do.

About the role and the team

As Head of Sales & Marketing, you will lead a talented and energetic team at a highly successful arts organisation, widely recognised for its inclusivity and innovation. In this role, you will drive audience engagement, increase revenue, and amplify NWT's mission to inspire and connect diverse communities. Your work will ensure the theatre's financial stability and position NWT as a leader in the cultural sector.

This role includes overseeing the work of the Marketing Officers to deliver impactful marketing and PR campaigns promoting NWT and its associated companies, the Sales Manager to implement data-driven sales strategies to maximise revenue, and the Relationships team to maintain and grow revenue-generating relationships with stakeholders, including sponsors, members, donors, season ticket holders, volunteers, schools, and group bookers.



Job Description

Job Title: Head of Sales & Marketing

Responsible to: Chief Executive/ Artistic Director

Responsible for: Sales Manager, Relationship Officers and Marketing Officers

Job Purpose: To develop, lead and implement the sales and marketing strategies for the New Wolsey Theatre and to ensure the promotion and amplification of the mission, impact, and essential role of the theatre within its community and the national cultural landscape

Key Relationships: Chief Executive / Artistic Director, Executive Director, Head of Creative Communities, Head of People, Finance Manager, External Consultants (e.g. PR and Ticketing)

Key Responsibilities:

- Lead the implementation of all marketing activities to maximise Box Office, corporate, and fundraising income.
- Harnessing the power of audience data analysis and tools to craft innovative, insight-driven marketing strategies, maximising impact and optimising resource.
- Develop and implement a comprehensive Audience Relationship Plan that integrates audience development, marketing, fundraising, branding, digital strategy, data analysis, evaluation, and membership.
- Provide inspiring leadership to the Communications team, ensuring they have ownership of the strategic aims of the theatre and effectively deliver their remits.
- Develop and implement NWT's pricing strategy in collaboration with the Executive Team.
- Work with the Executive Director and Finance Manager to set and manage marketing budgets, maximising income and achieving audience KPIs.
- Lead and develop the membership scheme and corporate sponsorship to achieve agreed KPIs.
- Monitor and evaluate marketing effectiveness and ROI to ensure optimum value, tracking audience, brand, digital, fundraising, and membership KPIs, as well as individual campaign performance.
- Build and manage media relationships to maximise NWT's profile and coverage.
- Collaborate with co-production partners to deliver impactful joint marketing campaigns.
- Collaborate with departments across the organisation to integrate market intelligence into planning and strategy, ensuring a unified approach to audience relationships.
- Support the Theatre's catering operations with marketing activities, working collaboratively with the Café & Bar Manager and Theatre Manager.

Job Description cont.

- Provide effective line management, including training, performance reviews, recruitment, and fostering a culture of securing best practice, success and collaboration.
- Act as NWT's Data Protection Officer, ensuring full compliance with data protection regulations in relation to customer data.

Responsibilities shared with the Senior Management Team:

- To work within the Senior Management Team in the strategic development of all strands of the NWT's work and reporting and evaluation of outcomes to stakeholders and the Board of Directors.

Other

- To support the development and integration of the organisations Inclusivity and Relevance and Environmental Responsibility practices.
- To ensure a communicative and collaborative working environment is maintained within the production team and across the organisation.
- To ensure the Communications teams working practices and standards of behaviour align with the theatre's mission and values.
- Maintain the security and confidential status of all information as designated, and to conduct all activities in a professional manner at all times.
- To undertake any other reasonable responsibilities as and when required.

This job description is a guide to the nature of the work required of this position. It is neither wholly comprehensive nor restrictive.

Person Specification

Essential

- Experience of a sales and marketing role at management level, ideally within an arts organisation
- Ability to manage the simultaneous delivery of multiple work streams and projects
- Experience of creating and delivering data driven marketing strategies
- Experience of strategic planning and forward-planning
- Experience of brand management and design conceptualisation
- An understanding of the role a thriving arts provision offers to a community
- Experience of successful team leadership and line management
- Experience of budget management
- Excellent interpersonal skills
- High level of computer literacy
- A welcoming and inclusive attitude, reflecting New Wolsey Theatre's commitment to equality, diversity and inclusion

Desirable

- Experience of income generation
- Experience of fostering and managing corporate relationships
- Experience of using Spektrix
- Experience of being part of a Senior Management Team
- Experience of audience data harvesting and analysis
- Experience of theatre industry ticketing practice including dynamic pricing
- Experience of creating opportunities to further an organisation's local and national profile
- Knowledge of the arts and passionate about theatre



Terms and conditions

Contract

This is a permanent position, subject to 6 months probationary period

Salary

£46,265 per annum. An additional x 0.5 of your hourly rate will be paid if you are required to work on a Sunday or Bank Holiday

Hours

40 hours per week, typically over 5 days per week (Monday - Friday), however you are expected to be flexible to adapt your working hours to the theatre's activity schedule where required

Overtime

No overtime payment is available. Any overtime is to be taken as Time Off In Lieu (TOIL) at a later date by arrangement with your line manager.

Location

Based at the New Wolsey Theatre, Ipswich. Ideally you will live within 30 minutes' travel to Ipswich and a package to support relocation is available.

Holiday

28 days per year, rising to 33 days after 5 years' continuous service (based on working 5 days per week). You will be expected to take statutory bank holidays as part of your annual entitlement unless you are required to work on a particular bank holiday

Pension

NWT provides a contributory pension scheme with Now: Pensions. Employer contributions 3%, employee contributions 5%

Other Benefits

- Training and personal development opportunities including role specific training and organisation-wide training e.g. Disability Equality Training, Environmental Awareness Training
- Complimentary and discounted theatre tickets
- Discounts in the theatre café and bar
- Occupational sick pay scheme
- Free eye tests
- Enhanced parental leave pay



How To Apply

We are inviting people interested in being our **Head of Sales & Marketing** to complete an Application Form and our Equality, Diversity and Inclusion Monitoring Form both of which are available to download from our website

<https://www.wolseytheatre.co.uk/current-vacancies/>

Please note, we do not accept CVs as a form of application, however you may submit a concise CV containing your education, training, qualifications and employment history instead of completing this section of the application form.

If you need us to make any adjustments to allow you to fully participate in this application and selection process please get in touch.

For example, if submitting a written application form is not the best way for you to tell us about your skills and experience, we can accept your application another way, such as video or audio file.

However you choose to apply, you will need to tell us about your education, training and qualifications, and employment history as well as to consider the following:

- Why are you interested in the role and working at the New Wolsey Theatre?
- How do your skills and experience make you the best person to be our **Head of Sales & Marketing**?

Please read through the Job Description, Job Specification and Person Specification before applying for this role, these can be found above in this document.

If you have any questions or would like an informal chat about the role, please contact Lucy Parker on lparker@wolseytheatre.co.uk 01473 295940.





BRIEF ENCOUNTER (2023)
PHOTO CREDIT: MARC BRENNER

About our work

The New Wolsey Theatre is a not-for-profit organisation and registered charity that thrives on a mix of funding sources, including support from Arts Council England, Suffolk County Council, Ipswich Borough Council, corporate sponsorships, donations, and individual giving.

In 2023-2024, we welcomed over 82,000 visitors to more than 300 performances, showcasing a diverse programme of work.

A key focus is our actor-musician musicals, such as **Kinky Boots** (2022, co-produced with Queen's Theatre Hornchurch) and **Brief Encounter** (2023, co-produced with Wiltshire Creative in association with Yvonne Arnaud Theatre, touring to Theatre Royal Bury St Edmunds and Northern Stage). In 2024, we collaborated on **Little Shop of Horrors** with Bolton Octagon Theatre, Hull Truck Theatre, and Theatre by the Lake, as well as **Footloose** with Pitlochry Festival Theatre. Looking ahead to 2025, we will deliver our first international collaboration with a co-production of Michael Frayn's **Noises Off**, touring Ipswich, London, Cumbria, and Luxembourg.

Our annual Rock 'n' Roll Pantomime, featuring a cast of actor-musicians, remains an Ipswich institution, entertaining thousands each year. Recent highlights include **Dick Whittington and His Cat** (2023/24), which attracted over 29,000 attendees across 80 performances, and **Sleeping Beauty**, currently wowing audiences in-person and online.

We also focus on curriculum-linked productions for schools, featuring early-career actors from the region. Recent productions include Dennis Kelly's **DNA** (2023) and a fast-paced adaptation of **Romeo & Juliet** (2024). In 2025, we will partner with Eastern Angles for the first time to deliver a new production of John Godber's **Teechers**, specially adapted for East Anglian students.

Throughout the year, we present an exciting mix of productions from acclaimed touring companies, including English Touring Theatre, London Classic Theatre, Le Navet Bête, Frozen Light, Breach Theatre, ThickSkin Theatre, Pentabus, Ad Infinitum, ATC, Middle Child, Rifco, and Tilted Wig. This ensures Ipswich audiences have access to some of the best theatre in the UK, right on their doorstep.

Digital innovation remains central to our work. Our first 'blended production', **The Snow Queen** (2020), involved live contributions from audiences at home alongside live performances in the theatre, reaching audiences worldwide. We continue to livestream much of our produced work to ensure accessibility, earning the 2021 Best Digital Pantomime Award for **Jack and the Beanstalk**.



FOOTLOOSE (2024)
PHOTO CREDIT: WILL GREEN PHOTOGRPAHY

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About our work

Not all our work is just about us. We have an inspiring cohort of associate artists including Aspire Black Suffolk, Jamie Beddard, Mae Munuo, Martha Loader, The Paper Birds and Spinning Wheel Theatre.

In 2024, we co-produced Martha Loader's darkly funny new play **Bindweed** with The Mercury Theatre Colchester and HighTide, in association with The Royal Exchange Theatre. Martha, a recipient of the Film4 and Peggy Ramsay Foundation Bursary, has been with us for a one-year attachment to continue developing her craft and a new play for us.

We are proud to have received the East Anglian Daily Times Community Impact Award and the Suffolk Business of the Year Award, recognising our contributions to the arts and our local community.

We in the process of cultivating exciting projects and co-productions with new UK and international partners for 2025 and beyond.



SLEEPING BEAUTY (2024/25)
PHOTO CREDIT: WILL GREEN PHOTOGRAPHY



LITTLE SHOP OF HORRORS (2024)
PHOTO CREDIT: PAMELA RAITH

Creative Communities

NWT recognises that culture plays a significant role in building and sustaining communities. We believe in the power of the creative potential in each of us, and strive to provide communities from every part of Ipswich with opportunities to participate in, make and enjoy culture.

Creative Communities is our programme of productions, projects, activities and opportunities for young people, local communities, and the education sector. Some of our recent work includes:

- A social prescribing project **Tell Your Story** delivered in collaboration with the NHS
- A **Warm Space** offer in our Front of House that supported the most vulnerable members of our local community during the cost of living crisis
- **Let's Play** an early years project created in partnership with a local primary school
- **Get up and Go** free summer activity for children in receipt of free school meals
- **The Big Afternoon** a free, outdoor community festival
- **A Midsummer Night's Dream** a mainstage production by our Youth Theatre groups
- **Hare & Tortoise** a Primary schools production touring to 24 schools across Suffolk

Our Creative Communities work also includes supporting the education sector to engage with our produced work; offering creative careers focused opportunities to young people and community hires in our main auditorium.

We run seven term time Youth Theatre groups, including our new Young Creatives offer for 16-21 year olds who are emerging theatre makers. There are 150 spaces for young people to take part across the year which includes our Youth Theatre Plus and Squared offer for disabled and neurodivergent young people.

Alongside our own projects we regularly collaborate with other organisations and support the work of a wide range of local groups including Aspire Black Suffolk (advocacy), Volunteering Matters (social action), UnScene Suffolk (a community arts organisation for visually impaired adults) and Suffolk Refugee Support, by hosting them in NW2. Having communities, staff, practitioners, and artists in the same space provides fertile ground for future creative collaborations ensuring NWT is truly representative of Ipswich.





HARE & TORTOISE (2024)
PHOTO CREDIT: WILL GREEN PHOTOGRAPHY



SENIOR YOUTH THEATRE
PHOTO CREDIT: WILL GREEN PHOTOGRAPHY



METAMORPHOSES (2023)
PHOTO CREDIT: WILL GREEN PHOTOGRAPHY



ROMEO & JULIET (2024)
PHOTO CREDIT: WILL GREEN PHOTOGRAPHY

Arts and Culture, Suffolk and the East of England

If you don't know much about Ipswich, it's the county town of Suffolk and is a medieval port and industrial town with a strong history; the urban area has a population of 130,000 and all eyes are currently on the town – and for good reason. The town has been reinvented by investment in its extremely popular waterfront as well as the introduction of the University of Suffolk in 2007. It has a new vision to transform the life of the town and has one of the fastest-growing economies in the UK and is emerging as one of the best places to live in the country.

Unusually, Ipswich has a very large arts ecology, being home to local, regional, and internationally renowned companies including DanceEast, Gecko Theatre, High Tide, Russell Maliphant, Spill Festival, Eastern Angles, Red Rose Chain and New Wolsey Theatre. The cultural sector is dynamic, connected and collaborative; the leadership of NWT plays a significant role.

Because the town is small, it means it has everything you need within proximity. You also get the benefit of the Suffolk countryside, and it's only about 12 miles from the coast. Ipswich Station and Derby Road are the two primary train stations in the town. The former is on the London to Norwich line and has services to London Liverpool Street in a little over an hour. There are also direct trains to Colchester, Felixstowe, Lowestoft, Peterborough and Cambridge.





IPSWICH WATERFRONT
PHOTO CREDIT: IPSWICH CENTRAL



CHRISTCHURCH MANSIONS, IPSWICH
PHOTO CREDIT: IPSWICH MUSEUMS

Equal Opportunities

The mission of NWT is to create, develop and produce a vital and dynamic programme of performances and participatory activity for the people of Suffolk and surrounding areas. We aim to create a programme of the highest quality, maximum diversity and greatest possible accessibility. We believe that this is best achieved through the implementation of an Equal Opportunities and Diversity Policy informing all areas of the company's activity and employment practice.

We are committed to ensuring equality and fairness for all employees, collaborators, contractors and the general public. We will not discriminate on grounds of gender, marital status, race, ethnic origin, colour, nationality, national origin, disability, sexual orientation, gender reassignment, religion or age. We oppose all forms of unlawful and unfair discrimination and will work to promote opportunities for sections of the community that are currently under-represented.

All individuals will be treated fairly and with respect. Selection for employment, promotion, training or any other benefit will be on the basis of aptitude and ability. All employees will be helped and encouraged to develop their full potential and the talents and resources of the workforce will be fully utilised to maximise the organisation's output.

We strive to create an environment in which individual differences and the contributions of all our staff are recognised and valued. No form of intimidation, bullying or harassment will be tolerated.

We actively encourage applications from people of all backgrounds, especially those currently less represented in our organisation, the arts industry and on our stages. We are particularly interested to receive applications for this role from Black, Asian and ethnically diverse people, those who identify as deaf and disabled people, neurodivergent people, members of the LGBTQIA+ community and those from lower socio-economic backgrounds.

We are happy to make reasonable adjustments to enable applicants to participate in the selection process, and for the successful applicant to carry out their role.

We will regularly review our employment practices and procedures to ensure fairness. This policy has the approval of the Board and will be reviewed on an annual basis.



Environmental Responsibility

NWT recognises the climate emergency and the role each of us can play in contributing to, and advocating for, a sustainable future.

We are proud that since 2012-13 our investment in building improvements has resulted in a 65% reduction in the carbon footprint created by our use of energy and water.

We are working on a range of measures to make significant environmental impact reductions across all strands of our work and have recently established a cross-organisation working group made up of passionate committed colleagues to set ambitious targets and delivery plans.

All NWT staff are participating in Environmental Awareness training and we are working with organisations such as The Suffolk Carbon Charter to ensure that we draw upon expertise and best practice.

We have been recognised with a Suffolk Carbon Charter Silver Award.

NWT's position at the heart of our community makes us ideally placed to be a shining example of positive change.

