



## Job Description – General Manager

### The Organisation

#### The Maddermarket Theatre

A professionally led community theatre, located in the heart of historic Norwich and home to The Norwich Players since 1921, The Maddermarket is a registered charity and a company limited by guarantee. The theatre's operations are overseen by a Board of Trustees, elected from membership of The Norwich Players.

Principally a producing theatre, The Maddermarket produces twelve amateur productions a year ranging from classics to new work, across both its main auditorium and studio space. In addition, The Maddermarket operates as professional receiving house, regularly hosting musicals, tribute bands and orchestras. The theatre's combined programme of in-house and external work makes it one of the busiest theatre buildings in the East of England.

The theatre boasts a dedicated and diverse community of volunteers who staff roles across all areas of the organization: onstage, backstage and front of house. All members of staff work closely with volunteers and play a proactive role in recruitment and training.

The Maddermarket has its own theatre training arm, 'The Mad Red Theatre School', which is led by a full-time Education Manager. Mad Red is an integral part of the organization and in addition to producing three youth theatre productions a year and running an annual summer school, it runs classes for participants from aged 5 to 75.

#### Management Structure

The theatre is led by The General Manager and The Director of Productions. The General Manager is responsible for the financial, logistical and marketing operations of the building, in addition to being the external programmer for the main house. The General Manager is the line-manager for all staff and reports directly to the Board of Trustees.

The Director of Productions is responsible for artistic oversight and delivery of all in-house work, in-house programming and artistic participation. She/he is also the principal director of productions by The Norwich Players. The Director of Productions reports both to The General Manager and to the Board of Trustees.

#### Current operational and artistic strategy

In Spring 2017 the Director of Productions and General Manager led a strategic review of the organisation's operational and artistic model, in liaison with the Board of Trustees. The conclusions to this review will be implemented from January 2018.

*The review addressed the following key areas:*

- In-house producing calendar
- In-house programming policy
- Theatre maintenance
- Volunteer Training
- External programming

As a result of the review, the following key strategies were introduced:

- The strategic focus of the organisation's resources is on its in-house work (The Norwich Players)
- External programming to support the operations and audience attendance of in-house work
- The in-house work programme will alter from 2018 onwards to incorporate the following:
  - A maintenance period in January when the theatre goes dark
  - A new writing festival – 'MadderFirst' – held in May, with events focused on the studio
  - A new studio production slot introduced for September
  - Designated training periods for volunteers throughout the year

## **Key functions of The General Manager**

To work with the Director of Productions and in liaison with the Board of Trustees to:

- ensure the smooth, effective running of the theatre
- Line-manage all staff
- implement the organisation's strategic plan introduced in 2017
- continue to ensure the financial viability of the theatre
- increase ticket sales for in-house productions (The Norwich Players)
- administer the company as a Charity and Company limited by guarantee

## **Areas of Responsibility**

### **Marketing**

- develop sales to the widest possible audience base, including increasing the number of season ticket holders
- develop an innovative marketing strategy for The Norwich Players productions within existing financial constraints
- ensure all marketing tasks are administrated effectively and completed in a timely manner

### **Fundraising**

- develop existing sponsorship avenues and initiate new fundraising streams for the theatre
- foster and develop a fundraising culture across the organisation; inspiring and coordinating both staff and volunteers.

### **Financial Management**

- lead on financial planning and management, with an emphasis on cash flow, budgeting and operating costs
- ensure that rigorous systems, policies and procedures are maintained
- obtain relevant licenses for building and performances
- Liaise with the Director of Productions over in-house production budgets
- prepare monthly reports for presentation at Board Meetings and yearly report for the AGM
- coordinate the theatre's accountants in the preparation of year end accounts
- implement the theatre's transition to Quickbooks Accounting software
- update insurance policies and subscriptions to Performing Rights Society

## **Programming**

- continue to implement the theatre's existing external programming policy
- act as the external booking agent for the main house and liaise with the Director of Productions over studio bookings

## **Staff Management**

- take responsibility for all HR systems and administration for staff **including payroll**
- manage staff and volunteers in conjunction with the Director of Productions
- ensure that the theatre complies with child protection, health and safety, disability and equality law

## **Premises**

With the Board of Trustees to be responsible for:

- maintenance and security of the building, ensuring that it meets safety standards

## **Health and Safety**

- lead on ensuring all health and safety procedures are up-to-date and appropriately implemented
- oversee the timely and accurate completion of all health and safety administration
- coordinate an increase in the number of both first aiders and fire marshals within the organization

## **Company Management**

- foster positive relationships through clear communication with member of The Norwich Players and the friends of the theatre
- support the work of department heads in recruiting, training and retaining volunteers in all areas of the theatre
- ensuring that data protection, child protection, health and safety, disability and equality issues are addressed
- supporting and promoting the work of the Theatre's Education Department 'The Mad Red Theatre Company'

## **Terms of employment**

Full time, permanent post subject to completion of a 6-month probationary period

Salary up to £30,000 (depending on experience)

Annual performance review

Annual leave: 25 days

Working hours: Basic 40-hour week. Flexibility is essential as there will be a need for evening and weekend work.

Start Date: Early 2018. Exact start date will be negotiated with the successful candidate.

## **Application Process**

The deadline to submit a completed application form is **9am on Monday 20<sup>th</sup> November**.

**Please email the form to Tom Porteous, Chair of the Board of Trustees at TomP@maddermarket.org. You must return a completed form only, C.V.s will not be accepted.**

The selection process will consist of two rounds. All interviews will be held at The Maddermarket Theatre.

First round interview date: Wednesday 29<sup>th</sup> November

Second round interview date: Wednesday 13<sup>th</sup> December

Applicants who cannot attend on the prescribed dates may still be considered. Please state clearly on your application whether you wish to be considered for an alternative interview date.

## Person Specification

### Essential Experience, Skills and Abilities

- Proven experience of successful strategic planning in business development and marketing
- Proven track record of increasing ticket sales
- Experience of external programming within a theatre
- Experience of fundraising within the arts and/or charitable sector
- Experience of financial management
- Experience of managing staff and volunteers
- Experience of implementing HR procedures
- Experience of implementing marketing strategies including outreach, press and publicity
- Experience of overseeing IT systems including databases and websites
- High level of IT competency
- Experience of creating and implementing e-marketing initiatives
- Knowledge of the Arts sector, its funding and operation
- Up-to-date knowledge of health and safety laws and legislation
- Excellent inter-personal skills
- Strong and creative problem-solving skills
- Ability to effectively multi-task and work under pressure
- Good written and verbal communication skills
- Ability to work flexibly, including during evenings and weekends, and to work long hours when necessary
- Strong time-management skills with the ability to work to tight deadlines

### Desirable Experience, Skills and Abilities

- Experience of management at a strategic level within a theatre or arts organization
- Experience of working within a predominantly volunteer organization
- Experience of successfully completing grant applications
- Professional qualification in relevant subject (arts or business management)
  - Registered First Aider
  - Knowledge of Charity Law
- Experience of external programming specifically within a producing theatre.
- Experience of producing financial reports for trustees and funders
- Experience of marketing the Arts to the Education sector
- Current licensee holder
- Experience of Quickbooks or Sage
- Experience of using graphic software, e.g. Photoshop
- Experience of maintaining and regularly updating a website

# Job Application– General Manager

## Part 1: Personal

**Details** Title  First Name  Surname

Full Address

Postcode

Please only give telephone numbers or email addresses on which you are willing to be contacted.

Email  Mobile

Tel: Home

Tel: Work

Can we contact you at work? Yes  No

Where did you hear about this vacancy?

## Part 2: Education and qualifications

Please continue on an additional sheet of paper if necessary.

Dates from/to	Educational Establishment	Name of course/qualifications gained and grades
<input type="text"/>		

### Part 3: Other professional qualifications

Please continue on an additional sheet of paper if necessary.

Dates from/to	Educational Establishment	Name of course/qualifications gained and grades

### Part 4: Previous Employment

Please briefly describe all previous appointments. Please start with the most recent.

Employer's name and address	Dates from/to	Job title	Weekly hours	Reason for leaving

## **Part 5: Additional Information/Supporting Statement**

Please supply information you feel will support your application. Tell us about things you have been responsible for or involved in, what you have achieved and any feedback given. Include examples from paid or unpaid work or other activities you have undertaken in your personal life that are relevant to the job you are applying for. Also include here information about why you want the job and anything else you wish to say. Please use a separate sheet if required.