

Job Description: General Manager (Maternity Cover)

Maddermarket Theatre Trust Ltd

About the role

We are seeking a dynamic and experienced arts professional who will offer continued leadership through a period of financial recovery and unprecedented organizational development. The period of employment will benefit from the theatre's centenary in 2021 being a driving focus.

You will be an innovative thinker able to see ideas through to delivery and a confident communicator, able to explain change to a wide cross-section of people. The role will be working within a framework of clear priorities whilst offering the opportunity to leave a lasting legacy on an historic organisation.

About the organisation

The Maddermarket Theatre is Norwich's Community Theatre and is located in the heart of Norwich. Home to The Norwich Players since 1921, it is a registered charity and a company limited by guarantee. The theatre is led by the General Manager and the Artistic Director and operations are overseen by a Board of Trustees, elected from membership of The Norwich Players and recruited externally.

The theatre produces an ambitious and diverse programme of participatory and educational activities. The 2019 programme included *Boudica* by Tristan Bernays; an exciting, visceral and fresh re-telling of the local myth. With a cast of twenty-five it was the largest production mounted by The Norwich Players in recent years and its scale and quality of production values resulted in wide-spread praise from audiences and critics alike.

The Maddermarket continues to be a champion of theatre-making in the city and a stepping-stone for Norfolk's theatre professionals of the future. Whether through participation through the activities of Mad Red or The Norwich Players, each year hundreds of local people have their health and wellbeing enriched by the opportunity to take part at the theatre. The theatre acts a social and cultural hub which aids the integration of people into the city. The connections and relationships people gain provides the security people need to lay down roots and make the most of the city's business, cultural and leisure opportunities.

Management structure

The theatre is led by the General Manager and the Artistic Director. The General Manager is responsible for the financial, logistical and marketing operations of the building, as well as being the Health and Safety Officer for the theatre. The General Manager is also the programmer for visiting professional companies in the main house. The General Manager line manages all staff and reports directly to the Board of Trustees.

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

Current operational and artistic goals

- Streamlining and improving efficiency of day-to-day operations and site usage
- Driving volunteer recruitment and training
- Increasing audience attendance to Norwich Players productions
- Implementing a new in-house producing model for 2021
- Implementing a new ticket pricing strategy and season ticket deal
- Securing funding and sponsorship
- Marketing and brand development for Norwich's Community Theatre

Key functions of The General Manager

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

- Ensure the smooth, profitable and effective running of the theatre
- Lead the staff team to deliver the strategic and business goals of the theatre
- Continue to implement the theatre's five year plan, introduced in 2019
- Continue to improve the theatre's financial resilience
- Increase ticket sales for in-house productions (The Norwich Players) engaging, retaining and increasing existing and new audiences
- Book the visiting programme for 2021
- Manage and oversee volunteer recruitment, engagement and training
- Administer the company as a Charity and Company limited by guarantee

Areas of Responsibility

Marketing

- To lead and develop theatre's marketing strategy and coordinate the activities of marketing staff accordingly

Fundraising

- To work closely with the Artistic Director and designated Trustees to develop the theatre's fundraising strategy

Financial management

- To lead on financial planning and management, with an emphasis on cash flow, budgeting and operating costs, ensuring that rigorous systems, policies and procedures are maintained

Programming

- To act as the external booking agent for the main house

Staff management

- To manage staff, volunteers and associated HR in conjunction with the Artistic Director

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

- To lead on ensuring all health and safety procedures are up-to-date and implemented

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 arts marketing
- Experience of overseeing IT systems including databases and websites
- High level of IT competency
- Up-to-date knowledge of health and safety laws and legislation
- Excellent inter-personal skills
- Strong and creative problem-solving skills
- Ability to multi-task and work under pressure
- Excellent 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 completing successful grant applications
- Professional qualification in relevant subject (arts or business management)
- Registered First Aider
- Knowledge of Charity Law
- Experience of producing financial reports for trustees and funders
- Experience of arts marketing
- Current licensee holder
- Experience of a financial accounting package, particularly Quickbooks
- Experience of using graphic design software, e.g. Photoshop

Terms of employment

Full time, fixed contract maternity cover for up to 12 months

Probation: 3 months

Salary: £26,500

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: ASAP. Exact start date will be negotiated with the successful candidate.

Application Process

The deadline to submit a completed application form is **9am, 25th March 2020**

Please email the form to Paula Meir, Chair of the Board of Trustees at findpaula@hotmail.com

You must return a completed application form, 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: **Monday 30th March 2020**

Second round interview date: **Friday 3rd April 2020**

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.