



## **ROLE DESCRIPTION & APPLICATION INFORMATION**

**Role title:** Head of Audience and Media

**Reporting to:** Director / CEO

**Location:** Dublin 1, Ireland

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## **BACKGROUND TO THE GATE THEATRE**

The Gate Theatre was founded in 1928 by Hilton Edwards and Micheál Mac Liammóir. Their productions were innovative and experimental and they offered Dublin audiences an introduction to the world of European and American theatre as well as classics from the modern and Irish repertoire.

Theatre can lead to extraordinary moments of shared imagination. It enables us to stand in another's shoes to better understand ourselves, and the world around us. It shows us who we are, who we have been, who we could be. From its earliest forms of storytelling around the campfire, theatre has sought to reach people, to teach people, to communicate ideas – and to promote change. The Gate's mission is to be an international home for Irish artists and an Irish home for international artists. On its stage in Dublin and through tours, partnerships and creative collaborations, there is a commitment to 'open the Gate' to new artists, audiences and new forms of theatre. The Gate's aim is to share this work with a large, diverse and evolving audience both in Ireland and around the world.

As an artist-led organisation the 'work' is at the heart of everything the Gate does. It produces a broad programme of new, contemporary and classic work, all of which speaks to today's world.

As the world continues to experience seismic economic, societal, political and cultural shifts, the 21st century has brought incredible change to our lives through technology

and globalisation. However, theatre remains the backbone of society's culture, and none more so than Dublin, where Ireland's literary and creative output is world-renowned. The Gate must now navigate decisively to open a new chapter, and deliver on the global stage.

### **Principles of the Gate's Vision:**

- An Irish home for international artists and an international home for Irish artists a network of international partnerships and collaborations - a creative leader on the world stage.
  - A global world-class theatrical powerhouse producing annually, an annual programme of original work, attracting a diverse and broad audience.
  - A space for the world's greatest artists to meet, collaborate and exchange ideas through local, national and international encounters both on and off-stage.
  - To launch the next generation of artists on the world stage and to nurture these artists through mentoring and development, producing their work both at the Gate and internationally.
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### **PURPOSE OF THE ROLE**

This is an exciting senior role in the organisation with responsibility for all areas of the Gate's business which are public and audience focussed. The successful candidate will lead on developing and implementing integrated marketing, sales and communications strategies which meet the corporate aims of the Gate. The person appointed will be a key decision maker in navigating a changed landscape for the theatre in 2021, and meeting the challenges of the Covid 19 crisis, helping the theatre to take advantage of the opportunities for new ways of working which will be presented. The role is one which combines significant strategic responsibilities with hands on implementation, as well as management of the communications, marketing and sales team.

### **PERSON PROFILE**

The Gate is seeking a unique person to join the team. The person appointed will demonstrate senior level experience combining creativity, commercial acumen, analytical skills and insight gained across roles in theatre and / or the cultural sector. The person will drive the process of the Gate, understanding and strengthening its relationship with audiences and translating that understanding into marketing and sales strategies, which in turn drive revenue and relationships. They will act as the primary advocate for the audience internally and externally, and communicate the essential character and nature of the Gate to all its stakeholders.

The person appointed will be someone who is looking for a new challenge, who has worked in a senior or mid-level capacity in theatre or the cultural sector and is keen to make a contribution to the development of the theatre and the artform. The person will be someone who is analytic, solutions-oriented, and can make strategic and structural contributions to the Gate's development, balancing the needs of an active annual programme of productions with the Gate's medium and longer term ambitions. They will relish the nature of the role in its diversity and be capable of managing themselves

and the team to be both strategic and responsive. The person will be adept at the allocation of resources, human and financial, confident in their own abilities and able to identify resource and skills needs where required. The person appointed will have a preponderance of experience and knowledge to carry out their responsibilities and the ability to learn and adapt where necessary.

The salary will reflect the seniority of this role.

## **ROLE AND RESPONSIBILITIES OUTLINE**

The CEO and Head of Audience and Media will agree priority areas of work and will adapt the list below to reflect this.

The responsibilities of the Head of Audience and Media will include:

### Strategic & Commercial Leadership

- Provide leadership across marketing, sales and communication and collaborate with others in the organisation to deliver on goals
- Structure and recruit the team when necessary including sales and box office, marketing and digital
- Create and lead on the implementation of commercially focused strategies and plans which support the delivery of organisational vision and achievement of financial and audience targets
- Contribute market-led insights to the development of the artistic programming and other projects - from the perspective of brand, audiences and income targets
- Play a key role in organisational business planning and help shape the long-term vision for the Gate

### Brand Development

- Lead on the process of expressing the Gate theatre's brand in new ways and give expression to new visual and other expressions of it, as well as act as the Gate's 'brand guardian' – maintaining brand integrity across all touchpoints and engagements, internally and externally, championing the highest standards of execution and consistency

### Marketing & Communications

- Lead the development of creative materials for all Gate projects on-site, off-site, touring, digitally
- Lead the development, implementation and evaluation of marketing and sales for all activities across the business with particular emphasis on digital strategies and integration
- Contribute to the development of a cross-departmental digital strategy that positions the Gate as a digital innovator
- Oversee the creation of all marketing collateral and ensure high standards of creativity, quality and accessibility are maintained across all channels

## Audience Development

- Develop in-depth understanding and experience of the actual and potential audience, engaging with their likes, dislikes, motivations and aspirations in relation to the Gate
- Develop an imaginative and expansive audience development strategy to underpin continual growth and diversification of the Gate's audience and in particular to address the under-representation of specific communities in its audience demographic
- Collect, analyse and disseminate intel about the Gate's audience drawn from data, analytics, surveys, focus groups and other sources
- Communicate, advocate for and actively disseminate insights internally, bringing the audience to the heart of decision making
- Work with the senior management team to diversify the audience for the Gate as part of a broad diversity project

## Sales & Ticketing

- Establish an overarching sales strategy to maximise revenue and set ticket prices, yield and sales targets for all productions and work with the sales team and others to implement the strategy
- Drive a culture of data-driven decision making across the department and wider organisation for on-site, off-site and online, and through other media channels (i.e. live-to-screen, on-demand, podcasts) expanding its audiences and generating revenue through innovative programmes
- Lead on the development of the website and all online and media-based assets and channels. This will include working with media and technology partners for the Gate's innovative programmes, and ensuring our digital and media assets are adequate for our innovative programmes

## Other

- As part of the Senior Management Team, be responsible for the recruitment, appraisals and continuing professional development of your team.
- Develop a culture of high performance, innovation and continuous improvement in the team, putting in place plans, targets and KPIs to measure success
- Contribute to organisational development initiatives including staff and SMT
- Support and promote the Gate's work in fostering a culture of inclusivity and diversity internally and externally
- Contribute to delivery of the Gate's artist development scheme by supporting artists to develop their knowledge of marketing
- Uphold the Gate's values in all aspects of your work
- Undertake any other duties as may be reasonably required of the post

## PERSON SPECIFICATION

### *Skills & Knowledge*

- Excellent leadership skills – ability to lead a highly target-driven, sales-oriented team
- In depth knowledge of income generation, pricing and target setting within a cultural ticket sales environment underpinned by significant practice
- Knowledge of brand development and management
- Extensive sector specific knowledge across marketing, sales, comms and development
- Ability to develop highly original marketing collateral, with strong creative judgement and a great eye for design
- Research, analysis and evaluation skills with practised expertise in predicting consumer behaviour
- Knowledge of audience development strategies and techniques, especially in relation to under-represented communities
- Strong commercial acumen, financial management and budgetary skills
- Proven and persuasive communication and interpersonal skills – written and oral
- Report writing skills including strategic documents, business plans and reports, with high levels of accuracy and attention to detail
- Knowledge of CRM systems and ability to use data extensively and intelligently for marketing and fundraising purposes
- Extensive and up-to-date digital skills and knowledge with strong awareness of digital trends; confident and current in digital opportunities

### *Experience*

- Proven experience of driving audiences and revenues
- Experience of diversifying audiences and increasing reach through sustained and innovative audience development work
- Experience of devising and delivering cross-platform and multi-channel marketing campaigns over a variety of products and projects and at different budget levels
- Experience working with metrics - financial/non-financial - and with practised techniques to underpin monitoring and tracking of performance, forecasting, etc.
- Experience of effective brand development
- Proven experience of developing effective and original marketing collateral with strong design appeal that delivers commercial outcomes
- Development of a high performing team with a strong focus on sales and targets
- Implementing and managing change

### *Education & Training*

- Degree level or equivalent education
- Suitable marketing / sales / PR qualification desirable
- Evidence of continued professional development

### *Personal Attributes*

- Highly organised and results-focused communicator - commercially driven with a hands-on approach
- Professional attitude with mature authority and credibility and the ability to work with a wide diversity of contacts
- Highly numerate, financially astute and analytical
- Appreciation of design and understanding of the role great design can play in brand, sales, etc.
- Inspiring leader who is able to motivate and enthuse a team to deliver to the highest standards
- Creative, curious and innovative thinker able to transform ideas into actionable results
- Engaged culturally with wide-ranging tastes and active interest in the role of arts in society and the benefits of the charity sector
- Confident in embracing organisational change and leading/cascading change in their own team
- Commitment to furthering diversity, inclusion and representation practice in all aspects of the job in a way that is tangible and measurable

### Desirable

- Significant knowledge of Irish and International theatre industry
- Experience of marketing significant anniversary or other celebratory programmes of work
- Experience of working at a senior management level in a producing theatre

**If you are interested in the role you should submit a CV and a letter detailing why your experience suits you for this job to [Siobhan.browne@gate-theatre.ie](mailto:Siobhan.browne@gate-theatre.ie) no later than 5pm on Monday 18<sup>th</sup> January 2021. Interviews will be conducted on Wednesday 27<sup>th</sup> January 2021.**

**The Gate Theatre is an equal opportunities employer.**

## **SHORT AD**

**The Gate Theatre Dublin, is seeking to recruit a Head of Audience and Media to lead the communications and marketing strategies of the theatre beyond Covid. The Gate programme has attracted audiences in their droves, and we want a person who can build on our success with customers and expand our engagement with them.**

**We are seeking a dynamic and results driven person with marketing and communications experience to be a key member of the senior team.**

**If you think this might be you, the detailed job description can be found here or at [www.gate-theatre.ie](http://www.gate-theatre.ie) and the closing date is Monday January 18<sup>th</sup> 2021.**