



OT ORANGE
TREE
THEATRE

A powerhouse of independent theatre

Marketing & Sales Director Recruitment Pack

You Bury Me, photo by Pamela Raith

If you would like this job pack in another format, please contact Sarah Murray at sarah.murray@orangetreetheatre.co.uk



Hello, thank you for your interest in the role of **Marketing & Sales Director** at the Orange Tree Theatre (OT). There has never been a more exciting time to join the OT. Following a year of renewal, growth and change under a new leadership team, we are in a superb place organisationally. Ticket sales are breaking records, we are creating ambitious work with a high calibre of artists and actors, we are deepening our engagement within the local and artistic communities, and we were nominated for an Olivier Award for Outstanding Achievement, a Stage Award for Fringe Theatre of the Year, and won a Critics' Circle Peter Brook Empty Space Award and an Evening Standard Award. We also have planning permission for a transformational capital project which will make our front of house spaces more accessible, community facing, contemporary and sustainable.

We wanted to give you a bit more info about what it's like to work at the OT before we get to the job stuff. Because how we work is important to us.

We're a sociable core team of around 20 people in a dog friendly office, with plenty of local green spaces, pubs, restaurants and independent coffee shops. We know that work life balance is vital for our mental health, and we offer flexibility with working from home, depending on the role and specific requests. Holiday is encouraged, and each employee gets 21 days plus bank holidays, increasing by 1 day for each year of service, capped at 25 days per year. TOIL and flexible hours are also offered.

We buy the team lunch before every press night in recognition of a long day. All staff attend first day rehearsal read throughs and end of week rehearsal room drinks, press night parties and events, and we have regular socials (usually with pizza) in and around Richmond riverside and the green. Alcohol, meat, dairy and gluten free lifestyles are always welcome.



Richmond Riverside



Some of the OT dogs (left to right): Hastings, Mr Magoo & Koby



You may recognise Richmond Green from the recent Apple TV hit *Ted Lasso*; we can confirm it is just as pretty in real life. Richmond Park is a stroll away and we are 9 minutes from Clapham Junction, 16 minutes from London Waterloo, and connected by the District Line to central London and the overground to north and east London. Some current staff are North, East, South London-based, others live locally in Richmond, Mortlake, Twickenham, Isleworth or Brentford, and others commute in from Surrey, Berkshire and Sussex. It truly is a beautiful place to work.

Our work happens across three buildings that are closely connected. We have two rehearsal rooms, a set building workshop, offices over three floors and a bar which is often a hub of creativity filled with actors, creatives and stage managers, and staff get a 40% discount with free tea and filter coffee.

We work hard and we have fun while doing it, because theatre is fun. Most importantly we want staff to experience different types of theatre and plug into the industry, so we pay for a monthly core staff theatre trip and our artistic team lead monthly staff script readings. There are opportunities for personal development, and we encourage all staff to take part in training and upskilling as we recognise that we are happiest when we are learning.

Equity, diversity and inclusion sit at the heart of the OT, and we are continuously evolving our practices to be responsive to change. We have a Diversity and Inclusion committee of the Board and recent staff training has included anti-racism, allyship, conscious inclusion, deaf awareness, disability awareness and anti-ableism. Our Code of Behaviour is reviewed annually, and all staff and freelancers are required to adhere to it.

If you have any doubts about whether you'd enjoy working at the OT, please feel free to get in touch with our General Manager, Sarah Murray, for an informal chat:

sarah.murray@orangetreetheatre.co.uk.

Background of the OT

The OT was established in 1972 with a circle of chairs in a room above the Orange Tree pub, over the road from our current home. It is now one of the most exciting theatres in the UK and a key player in the national ecology. Early shows were produced at lunchtimes and lit by daylight through the windows. From the outset, the OT enjoyed a high level of community support and local engagement, and it produced an adventurous programme of European work, rediscovered classics, and new writing. Early on, the OT initiated work with local schools, including the Primary Shakespeare project that continues to this day. In the early 1990s, supported by ACE, the London Borough of Richmond Upon Thames, and local trust funding, the OT moved into a purpose-built theatre-in-the-round, which now seats 180 plus 10 standing. Founding Artistic Director Sam Walters ran the theatre until his retirement in 2014, when the long-term ACE grant also ended.

From 2014 until 2022, the theatre was led by Paul Miller, whose tenure combined rediscoveries and new writing, launching many careers and partnering with the Manchester Royal Exchange, RSC and National Theatre. During this period, the theatre's funding was rebalanced with a strong network of individual giving including up to a thousand Members and Patrons.

The current leadership team of Hanna Streeter (Executive Director) and Tom Littler (Artistic Director) are transporting the OT forward with a strategy that takes us from strength to strength, breaking all box office records. The ambitious programming and casting is attracting new commercial co-producing partners, while maintaining the OT's commitment to combining classics and rediscoveries with new writing and investing in new artists and the community.



Two of the OT buildings: the main theatre, and the rehearsal rooms and workshop a 2-minute walk from Richmond Train station

Job Title: Marketing & Sales Director
Responsible to: Joint CEOs
Responsible for: Marketing Officer, Memberships & Sales Coordinator, freelance graphic designer, video content creators, external PR

Purpose of role: We are looking for an ambitious and creative Marketing & Sales Director to join us at an exciting moment in the OT's history as we head into year 2 of a 5-year business plan, following a year of rapid growth and renewal.

The Marketing & Sales Director will maximise the OT's ticket revenue to exceed an annual box office target of c£1.4m by leading and managing all marketing, sales and press activity. The Marketing & Sales Director will lead the marketing team to deliver audience growth strategies; and produce and deliver creative campaigns to nurture existing audiences, develop new ones, and attract second-time attendance for productions and our community programme.

As an independent theatre operating without National Portfolio funding from Arts Council England, ticket sales are vital to our success along with revenue fundraising. The Marketing & Sales Director will work closely with the Development Director to increase point of sale donations and memberships.

The Marketing & Sales Director sits on the Senior Leadership Team, which meets weekly and contributes towards shaping the company strategy, leading department reviews, setting goals, promoting teamwork, managing risk and solving complex challenges.



She Stoops To Conquer, photo by Marc Brenner



That Face, photo by Johan Persson

Responsibilities



- Create marketing campaign strategies for all in-house productions, maximising sales and exceeding targets
- Work with the Joint CEOs to set sales targets, ticket pricing strategies and KPIs for productions and other events to maximise earned income
- Lead on the implementation of demand-led pricing, carefully managing inventory to maximise income from ticket sales
- Build on the OT's work in engaging new and diverse audiences
- Work closely with our external PR to promote all in-house productions and the broader work of the theatre, and to raise the OT's profile
- Oversee all digital platforms including website, social media, and our digital streaming platform OT On Screen
- Manage production and department marketing budgets, ensuring maximum return on investment
- Maintain high level of knowledge and understanding of Spektrix, our Box Office system and its reporting and marketing functions
- Support the Marketing Officer in coordinating with the General Manager and external PR, communication with journalists, VIPs and co-producers for all OT press nights
- Engage local businesses and the community through regular communications, including promoting advertising and sponsorship opportunities
- Maintain a close relationship between Development and Marketing departments, especially with regard to audience loyalty through Members and Patrons schemes and marketing special fundraising events
- Line manage the Marketing Officer and Memberships & Sales Coordinator, overseeing sales, reporting and data monitoring

General

- Play an active role in SLT (Senior Leadership Team) meetings and represent your department at a strategic level
- As a term of your employment from time to time you may also be asked to undertake other such appropriate duties as and when required of you, as well as being asked to work flexible hours to suit the operation of the organisation
- Participate in all training and development initiatives as required
- Attend OT press nights and fundraising events (as required)
- Embody and champion the OT's values:

AMBITION – we are small but mighty. We dare to take on big plays, big projects, and big risks. We love a challenge. We support each other to try, to learn, and to grow.

EXCELLENCE – we know that outstanding theatre can transform and enrich lives. On our stage and in our community, front of house and in the office, we aim for the extraordinary.

HEART – we are a theatre of the heart. We create human stories that spark imagination and empathy. We treat each other with respect, kindness and understanding.

OPENNESS – we are open to learning, to difference, to surprise. We open doors: to artists, to our community, to audiences. With our ever-growing circle of supporters, we will invest in transforming the experience of the OT for everyone.



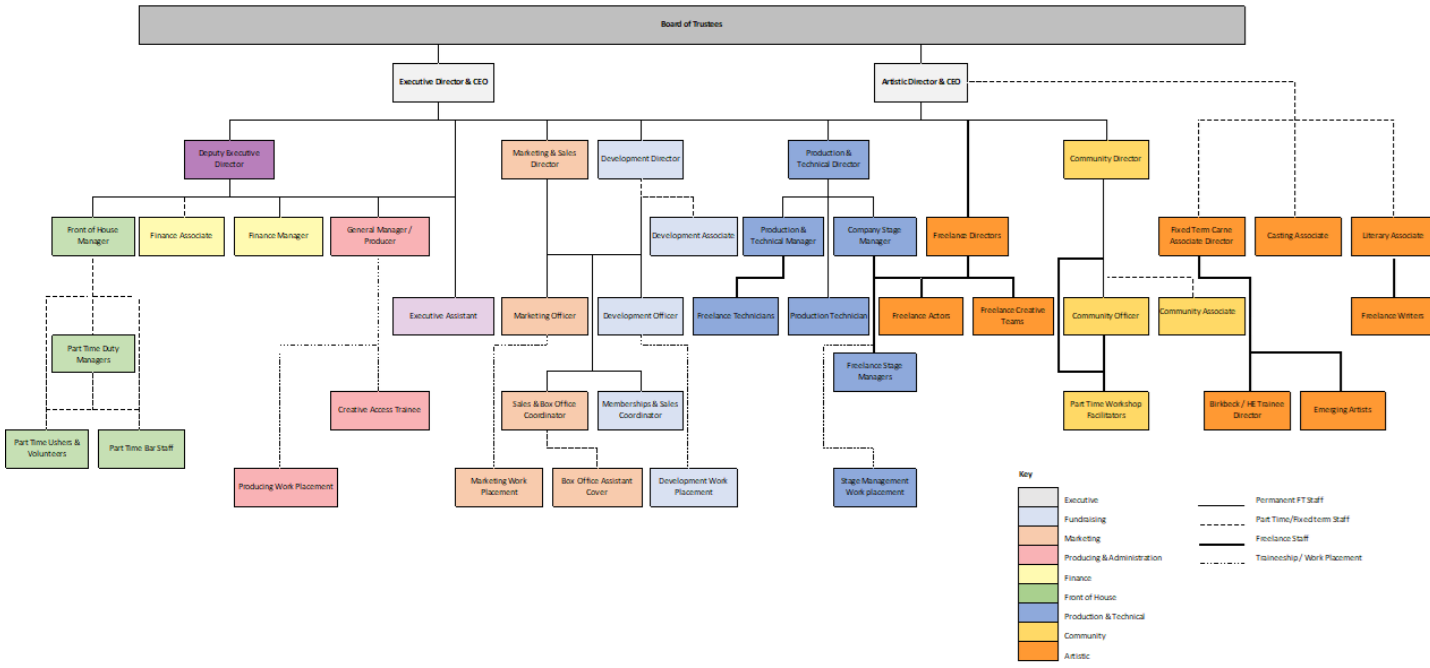
Meetings, photo by Marc Brenner

Person Specification

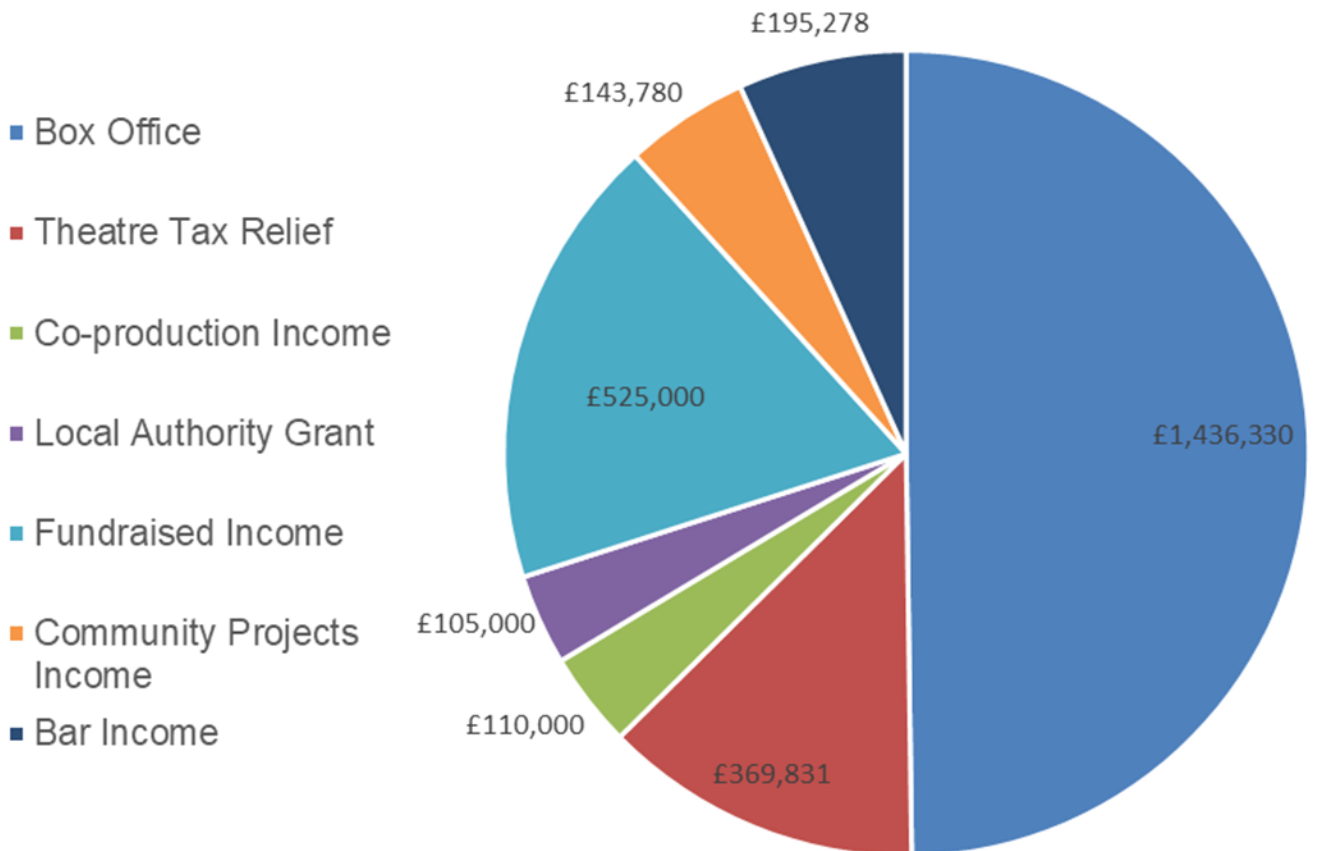
	Essential	Desirable
Substantial experience in arts/theatre marketing	X	
Passion for theatre	X	
Working knowledge of Google Analytics, Word Press, CRM, Spektrix, Social Media platforms		X
Strong budgeting and record keeping skills	X	
Ability to manage relationships with freelancers and external companies	X	
Articulate and a clear communicator internally and externally	X	
Creative approach to the conception and implementation of campaigns	X	
Line-management experience	X	
Knowledge of producing print, including programmes	X	
Experience of working with external PR and marketing agencies		X
Understanding of reaching and building new audiences	X	
Works with colleagues respectfully, collaboratively and with understanding	X	
Takes responsibility for delivering tasks, achieving high standards and learning from mistakes	X	
Target driven	X	



Staff structure



24/25 Income Breakdown





Contract and terms

Title of post: Marketing & Sales Director

Salary: £41k per annum dependent on experience

Contract: Permanent full time, subject to a probationary period of 6 months

Notice: 3 months following a probationary period of 6 months

Holiday entitlement: 21 days a year, plus 8 statutory bank holidays. Increases after each year of service, capped at 4 extra days after 4 years (25, plus bank holidays). Additional holiday rewarded during the Christmas period, subject to show schedule.

Hours: Full-time, 40 hours per week including breaks, hours are varied outside of normal office hours. Evening and weekend work is expected for this role.

Staff benefits

- Training and professional development
- Auto-enrolment pension contributions, where eligible
- Excellent public transport links
- Public transport season ticket loan
- Cycle to work scheme
- 40% discount in the OT Bar and free tea/filter coffee
- Flexible and remote working available, subject to role
- Dog friendly office
- Lots of local green spaces: Richmond Park, Richmond Green, Richmond Riverside
- Free monthly team theatre trip
- 2 free tickets to all OT shows
- Staff ticket to all press nights and post-show parties
- Free lunch before all press nights
- Staff socials & rehearsal room drinks
- Regular staff script readings

To apply

Deadline: 10am, Friday 26th July 2024

Interviews: Wednesday 31st July 2024 (Please let us know in your email if you are unable to make that date)

To apply please send a CV with 2 reference contacts (including your current or latest employer) along with a 2-page cover letter by email marked **Marketing & Sales Director** to jobs@orangetreetheatre.co.uk.

In your letter, please say which parts of the job you feel most confident in, which you're excited to grow into, and where you would need support. We are open to applications from people who don't meet every person specification criteria.

Please also complete the Equal Opportunities Form here:

<https://forms.office.com/e/MmFqEw7wDi?origin=lprLink>

We welcome applications from those looking to take on their first senior leadership position, as well as candidates who may be returning to work after a pause in their career or who are looking to balance a role with their wider caring or parenting responsibilities.

If you would like an informal conversation about the role, please email Meg Eyre current Marketing & Sales Director (maternity cover)

meg.eyre@orangetreetheatre.co.uk.

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