



**CAMBRIDGE
LIVE**

**SALES & MARKETING DIRECTOR
RECRUITMENT PACK**

Application Deadline: Mon 6th August 2018 (12pm)

Initial Interview Date: Mon 13th August 2018

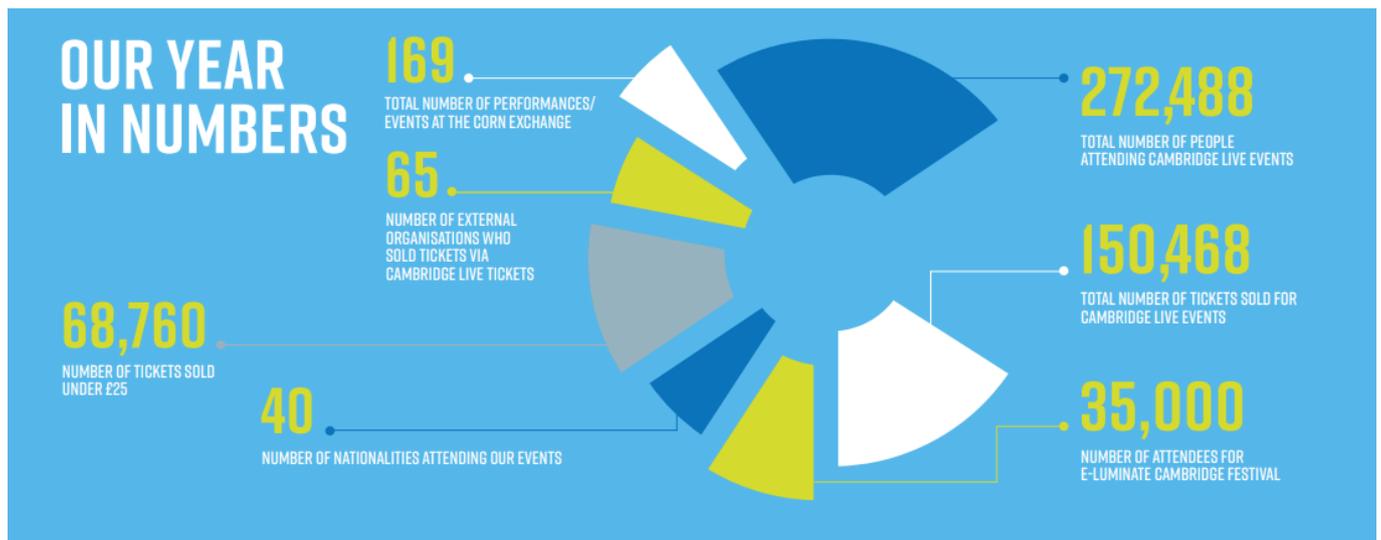
About Cambridge Live

We are a charity set up to act as a catalyst for inspiring cultural experiences that everyone can be part of.

Our vision is for all Cambridge lives to be enriched by creative experiences.

We currently reach over 300,000 people each year who engage in our activities which include:

- **Cambridge Corn Exchange** is the largest arts and entertainment venue in the eastern region and we have created a diverse programme that includes rock and pop, comedy, classical music and theatre which has thrilled audiences in a year of amazing discovery. In the past twelve months, major acts that have played the Corn Exchange include The Stereophonics, Ben Folds, Jack Savoretti and Nils Frahm.
- **Cambridge Folk Festival** is a critically acclaimed music festival, widely acknowledged as one of the world’s leading folk festivals. This year’s line-up includes First Aid Kit, Patti Smith and Rhiannon Giddens. You can see a video highlights of the Folk Festival [here](#).
- **The Guildhall** public venue which currently host over 150 diverse events attracting 35,000 visitors through promotions and hires. Both the Corn Exchange and Guildhall provide great conference spaces.
- **e-Luminate Cambridge Festival**, the city’s festival of light which crosses the world of art and science and offers a unique opportunity for residents and visitors to discover the richness of Cambridge’s iconic buildings and spaces in a new light
- **Cambridge City Events** – a programme of free public and community events that reach over 60,000 people, funded by Cambridge City Council to include Midsummer Fair, The Big Weekend, Bonfire Night, Jazz and Brass in the Parks and the Mayor’s Day Out.
- **Cambridge Live Tickets** – Cambridge Live Tickets is a regional ticketing hub that provides box office services to clients including The Park Theatre (London), Royal Academy of Dramatic Art and The Fitzwilliam Museum Cambridge.



To see more of how our customers enjoy the programme go to www.cambridgelivetrust.co.uk or check out our latest annual review [here](#).

To find out more about the Folk Festival you can see our highlight video [here](#).

Our staff team

We have a staff team of over 70 direct employees alongside a range of casual and agency workers, and a Board of trustees.

We have a senior leadership team of 6 people who work alongside the Managing Director; Finance Director, Operations Director, Business Development Director, Sales & Marketing Director, Head of Venues and the Head of Events. The Leadership team work together to drive forward the exciting vision of the charity and ensure its artistic, participation, commercial and community objectives are realised.

An Organisational Structure Chart is included below.

Living in Cambridge

Cambridge is a city on the River Cam in Eastern England, home to the prestigious University of Cambridge, dating to 1209. University colleges include King's, famed for its choir and towering Gothic chapel, as well as Trinity, founded by Henry VIII, and St John's, with its 16th-century Great Gate. The city also has a rich cultural offer, in which Cambridge Live plays a key part.

The Cambridge Live offices are located right in the heart of the city. Whilst living in the centre of the city could be considered expensive compared to other regional cities in the UK, the majority of Cambridge Live staff commute in from the surrounding necklace of more affordable villages and regional towns via the good network of public transport and park & ride facilities.

About the job

We are looking for an outstanding individual to join our senior management team in a pivotal role within the organisation.

The Sales & Marketing Director will take a strategic lead on all sales, marketing and press functions across the organisation's diverse portfolio of venues and outdoor events ensuring that the business streams are developed, that income targets are met and that the organisation's various brands receive positive awareness both regionally and nationally.

The Sales & Marketing Director is responsible for leading the Box Office and Marketing teams.

The Box Office provides ticketing services for all our own ticketed events, but also serves a large number of external clients using a Spektrix system.

The Marketing team provides marketing services across the full range of our activity including venue promotions and outdoor events.

About the person

We are looking for a someone who is passionate about the arts, who excels in a fast-paced environment, for whom multi-tasking is second nature, who thrives under pressure and is bursting with creative business solutions.

The post-holder will be an inspiring leader, supporting the teams to deliver excellent results in a constantly changing environment across the full range of entertainment activities that Cambridge Live delivers. A confident negotiator and fast worker, they will be able to use their commercial acumen to grow the department's revenue whilst constantly evolving our marketing activities. As a key part of the senior management team, the post-holder will have an opportunity to shape and influence a new Business Plan for the organisation.

Contract type: Permanent

Reports to: Business Development Director

Salary: £36,000 – 40,000

Location: Primarily based in our city centre offices at Parsons Court, Cambridge (next to the Cambridge Corn Exchange).

Hours of work: 37 hours per week with flexibility to work occasional evenings and weekends as required. The organisation is happy to discuss flexible work arrangements to suit the position and the post-holder.

Benefits of working for Cambridge Live

Cambridge Live is an Equal Opportunities Employer.

- 25 days holiday plus bank holidays
- Access to complimentary tickets for Cambridge Live events
- Significant 8% pension contribution
- Childcare voucher scheme available
- 10% discount on bus & rail commuting expenses

Application Process

Deadline for applications is Monday 6th August 2018 at 12pm.

How to Apply

To apply for this role please send a CV and cover letter outlining why you think you are suitable for the role to join-us@cambridgelivetrust.co.uk.

For an informal and confidential conversation about the role please e-mail or call Elaine Midgley on 01223 791752 or elaine.midgley@cambridgelivetrust.co.uk

Interviews

The initial interview date is Mon 13th August 2018.

Proof of the right to work in the UK will be required. References will be checked prior to employment.

Thank you for your interest in working for Cambridge Live.

Cambridge Live Job Description: Sales & Marketing Director

JOB PURPOSE:

To take a strategic lead on the marketing and sales functions for all Cambridge Live activity enabling targets and income to be achieved.

Reports to: Business Development Director

Line reports: Marketing & Communications Manager, Box Office Manager

Aims and Outputs/Outcomes

	Aims	Outputs/Outcomes
1	<p>Marketing</p> <p>To direct and oversee a marketing strategy to ensure a clear vision and direction for the marketing of Cambridge Live's events, activities and brand to external audiences, stakeholders and the wider public.</p> <p>To ensure the smooth running of the Cambridge Live Marketing team.</p>	<ol style="list-style-type: none"> 1. A strategy that encapsulates a clear vision for audience development and business growth. 2. Leading the marketing team to successfully implement the marketing strategy to develop the business, increase income and create positive awareness locally, regionally and nationally of Cambridge Live's events and activities. 3. Support provided to the marketing team in delivering marketing activity, including: audience development; copywriting; design and print; press relations; advertising; direct mail, social media and email communications. 4. Cambridge Live's brands are developed and championed. 5. Customer data is used to inform, drive and analyse marketing activity. 6. Positive relations with local, regional and national press. 7. External press agencies are utilised effectively
2	<p>Box Office</p> <p>To direct and oversee a strategy to optimise ticket sales for Cambridge Live.</p>	<ol style="list-style-type: none"> 1. Smooth running of the Spektrix Ticketing and CRM system and ongoing strategic discussions with the system provider.

	<p>To direct and implement a strategy for growing external client ticketing services.</p> <p>To oversee the management of the Cambridge Live Tickets Box Office.</p> <p>To oversee the management of the Ticketing and CRM system.</p> <p>Acting as key holder for the Box Office building.</p>	<ol style="list-style-type: none"> 2. Revenue is maximised from the sale of tickets and other items, ensuring the highest standards of customer care are maintained. 3. Necessary analysis of data that supports marketing and budgetary planning. 4. Relationships with external clients of Cambridge Live Tickets are developed and maintained and new clients identified. 5. A smooth ticketing operation in advance of and at the Cambridge Folk Festival and other outdoor ticketed events (including those of external clients). 6. Effective brand management for Cambridge Live Tickets. 7. The highest levels of customer service at the Box Office.
3	<p>Business Development</p> <p>To commercially exploit all relevant business strands and revenue streams to ensure maximum profitability of the marketing and box office areas.</p>	<ol style="list-style-type: none"> 1. High yield in show and event manifests to ensure maximum audience and income targets are achieved ensuring effective communication with Cambridge Live programming and executive management team. 2. Successful commercial exploitation of Spektrix system to ensure all revenue generating opportunities are maximised, including donations and individual giving, working alongside Head of Development where appropriate. 3. Cost effective deployment of resources. 4. Development and growth of Cambridge Live Tickets as a regional ticketing hub.
4	<p>Financial and Data Management</p> <p>To ensure robust financial procedures are in place.</p> <p>Forecast, keeping within budget and achieve targets.</p>	<ol style="list-style-type: none"> 1. Day to day management and monitoring of income and expenditure for Marketing and Box Office budgets, including handling of purchase orders and invoicing.

		<ol style="list-style-type: none"> 2. Responsibility for the security of the Box Office and any monies taken. 3. Act as data controller and ensure that all members of the Box Office team are aware of issues around data protection and PCI compliance. 4. Extracting information and data for annual key performance indicators, evaluation reports and board meetings as required. 5. Accountancy and reporting procedures are in place for Box Office takings including at the Folk Festival and other external outdoor events where appropriate. 6. Budgets set, managed and monitored in line with company procedures. 7. Research, propose and deliver on initiatives for financial efficiency.
4	<p>Staff management</p> <p>To develop and line manage the Cambridge Live marketing and Box Office teams, including any casual or freelance staff.</p>	<ol style="list-style-type: none"> 1. Marketing and Box Office staff operate with enthusiasm, commitment and motivation using effective team working. 2. Performance of staff is monitored and training is offered where required. 3. Management of the HR administration relating to any direct reports including absences and leave, performance reviews etc. 4. Management of the contractual relationship of any marketing or box office freelance staff and PR agencies.
5	<p>Senior Management</p> <p>To contribute to the development and delivery of the company's strategic objectives</p>	<ol style="list-style-type: none"> 1. Successful design and implementation of organisation-wide strategic objectives as part of the senior leadership team 2. Buy-in and leadership of staff in working towards the strategic aims of the organisation 3. Support for the strategic design and delivery of company processes, policies and systems

		4. Always acting as an example to other Cambridge Live staff of company policy and values in practice
6	<p>Communications and Relationship Management</p> <p>To successfully collaborate with colleagues to build effective working relationships internally.</p> <p>To successfully build networks with external partners.</p>	<ol style="list-style-type: none"> 1. Successful relationships with existing and potential users of Cambridge Live tickets. 2. Successful partnership working with external stakeholders including, but not limited to press, business partners, professional bodies and community groups. 3. Working with Cambridge Live colleagues to ensure appropriate marketing and box office support for all events and activities. 4. Ensuring collaborative working relationship with key departments including programming, catering, development and front-of-house.

Person Specification

Essential requirements

Knowledge	Skills	Experience
Knowledge of current arts marketing practices, news and trends	Using CRM & ticketing software for data analysis	Proven experience of working in a busy arts venue, or similar.
Knowledge of trends in the arts ticketing sector	Producing marketing plans	Significant marketing experience in an arts venue or in a comparable role
Knowledge of PCI and GDPR compliance	Excellent communication and influencing skills esp. verbal & written	Experience of staff management with good motivational skills
Solid understanding of press and PR	Solid leadership qualities	Track record of generating new revenue streams
A good level of Maths and English at least to GCSE standard or equivalent	Staff line management skills	Proven track record in audience development in an arts venue.
Demonstrable knowledge of audience development	Business development skills	Project management
Strong interest in arts and entertainment	Good IT literacy (esp. Microsoft Office) and ability to interrogate data to refine marketing and sales techniques.	
	Strong budgeting skills with ability to work to targets and deadlines.	
	Problem solving	

<p>Good understanding of IT systems, particularly box office and CRM systems</p> <p>Awareness of Equal Opportunities & Diversity</p>	<p>Public speaking</p> <p>Outcome focused</p> <p>Interpersonal skills such as building rapport and motivating others and listening</p>	<p>Procurement and contracting</p>
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DESIRABLE REQUIREMENTS

Knowledge	Skills	Experience
<p>Educated to degree level or similar level.</p> <p>Professional marketing qualification</p> <p>Knowledge of Spektrix ticketing and CRM system</p> <p>Fundraising and membership schemes</p>		<p>Box Office management experience</p> <p>Senior management</p> <p>Working in a charitable organisation</p>

Key Values required for the role

Cambridge Live has an agreed set of values, set by the staff, for how we expect each other to behave within the organization. Any new employee will be expected to demonstrate their commitment to these values using examples like those suggested below.

Value	Expected Behaviours
<p>Fresh Thinking</p> <p>Fresh and dynamic thinking</p> <p>Creating opportunities for excellence and growth</p> <p>A proactive approach</p>	<p>Initiates or supports action, takes responsibility for own actions, takes the initiative and works under direction</p> <p>Introduces or supports improvements to work processes, demonstrates an understanding of the bigger picture, uses fresh thinking in ways of working, produces new ideas and insights</p> <p>Encourages an organisational learning approach (i.e. learns from successes and failures and seeks staff and customer</p>

<p>Coming up with ideas to pull together as a team to pull the community together</p>	<p>feedback), proactively solves problems, looks for the positive in a situation</p> <p>Keeps the community at the forefront of thinking, strives to deliver the best, looks for opportunities for excellence</p>
<p>Collaboration</p> <p>Listen and take on board</p> <p>Collaborate and consult</p> <p>Work for the good of CLive as a whole</p> <p>Give collective credit</p> <p>Pull together as a winning team</p>	<p>Shows respect for the views and contributions of others, listens, supports and cares, consults others and shares information and expertise, actively builds the team,</p> <p>Upholds ethics, demonstrates integrity</p> <p>Listens to the community, customers and fellow team members, and acts</p> <p>Works towards a shared goal not just individual priorities, takes decisions that support the bigger picture, involves others in success</p>
<p>Inclusivity</p> <p>Ensure diversity to achieve CLive’s goals</p> <p>Encourage everyone to get on board</p> <p>Don’t let people fall off!; be inclusive with staff, customers and community</p>	<p>Establishes good relationships with customers, the community and fellow staff</p> <p>Gains agreement by persuading, influencing and inspiring</p> <p>Actively welcomes diversity of ideas, approaches, backgrounds and activity to achieve CLive end goals, challenges prejudices</p> <p>Notices others less involved and seeks to include them, is flexible to accommodate others needs and ideas</p>
<p>Zing</p> <p>Extraordinary cultural experiences</p> <p>Be the best and have ambition to surf high</p> <p>Creative energy</p> <p>Be a driving force in shaping the Cambridge cultural scene</p>	<p>Sets high personal standards of delivery, a drive towards outcomes, rather than process</p> <p>Works systematically and methodically, consistently achieves goals and contributes to the wider goal</p> <p>Adds a creative edge to delivery of ideas, proactively contributes to the team’s positive energy, shows enthusiasm for the organisation, the work and the city of Cambridge</p>