

# WORKING WITH US!

Help Wiltshire Creative achieve the vision of enriching the cultural and creative life of Salisbury and Wiltshire.



**SALISBURY  
ARTS CENTRE**  
PART OF WILTSHIRE CREATIVE

**SALISBURY  
INTERNATIONAL  
ARTS FESTIVAL**  
PART OF WILTSHIRE CREATIVE

INCORPORATING

**SALISBURY  
PLAYHOUSES**  
PART OF WILTSHIRE CREATIVE

## About Wiltshire Creative

Wiltshire Creative is a multi-arts organisation that brings together the energy and ambition of Salisbury Playhouse, Salisbury International Arts Festival and Salisbury Arts Centre. It is an ambitious and innovative joint arts offer that secures a bright future for audiences, artists and participants.

## Our Vision

To enrich the cultural and creative life of Salisbury and Wiltshire.

## Our Mission

To create and present a dynamic and inclusive range of cultural experiences for the people of Salisbury, Wiltshire and beyond, including our role as a Southwest hub for talent development and learning and participation.

## Our Values

Creative, Inclusive and Ethical

You can find out more about us through our website and social media channels: <https://www.wiltshirecreative.co.uk/>

Follow us: @WiltsCreative



## **About the role**

<b>Job Title:</b>	<b>COMMUNICATIONS AND SALES MANAGER</b>
<b>Responsible to:</b>	<b>COMMUNICATIONS AND SALES DIRECTOR</b>
<b>Responsible for:</b>	<b>Communications and Sales Officers; Website Agency (External); PR Company (External)</b>
<b>Main relationships:</b>	<b>Sales and Systems Officer; Ticket Sales Manager; Producers; External Design Agencies; Executive</b>

The Communications and Sales Manager leads on the creation and delivery of marketing plans for Wiltshire Creative's artistic programme, Take Part activities, Development events and operational activity. The role manages the Communications & Sales team to ensure activity is delivered accurately and on time. The Communications and Sales Manager will monitor targets to maximise income and audience engagement.

## **About the role**

### **Key responsibilities**

#### **Planning and delivery of external communications**

- To manage the planning and team's delivery of Wiltshire Creative's communications campaigns to include print, digital, external, press and PR in line with our brand guidelines
- To act as brand champion for Wiltshire Creative
- To be an advocate for the organisation and deputise for the Director where relevant in relation to communication of the artistic programme
- To lead on the strategy for social media with support from the Communications Officer
- To ensure effective PR for Wiltshire Creative nationally and locally including overseeing and managing the external PR company

#### **Managing design and marketing campaign delivery**

- To manage the team's design and delivery of all marketing campaigns for Wiltshire Creative's artistic programme, Take Part, Development, and operational activity (including commercial enterprises, events, hires and catering), with a goal to maximise our public profile and income, achieving/exceeding sales and audience development targets
- To oversee the Wiltshire Creative website, monitoring accuracy and updates and managing the relationship with Wiltshire Creative's web developers to maximise sales and to ensure a positive user experience
- To manage the team's delivery of all printed and online marketing materials, including website, brochures, e-mail, signage, advertising, production artwork and social media
- To manage the creation of show programmes in collaboration with the Communications and Sales Officer and Producers
- To monitor advertising and campaign spend for all productions in collaboration with the Communications and Sales Director
- To be the main point of contact for visiting company representatives and ensure an efficient, friendly experience when they are collaborating with Wiltshire Creative
- To lead on plans to develop audiences for specific productions and events, in line with our audience development strategy, and to report on outcomes

## **Sales monitoring and reporting**

- To support the setting and monitoring of income targets for the artistic programme with the Communications and Sales Director, Executive Directors and Producers
- To plan on-sale deadlines alongside the Communications and Sales Director and Ticket Sales Manager and to coordinate and communicate these with the wider Planning team
- To report progress on all targets in relation to our artistic programme to the Communications and Sales Director and respond by reviewing activity where required
- To monitor marketing campaign outcomes to inform future marketing and sales activity, audience targets and new initiatives
- To liaise with external consultants and the Systems and Data Officer to maximise use of reporting to increase sales on individual productions

## **Line management**

- To line manage the Communications and Sales team, including:
  - Setting and monitoring individual and team objectives
  - Ensuring effective recruitment, training and development of Communications and Sales staff
  - Engaging and motivating the team to perform at their best and deliver excellent customer service
  - Conduct regular performance reviews and appraisals as per our People policies

## **General**

- To always act in the best interests of Wiltshire Creative
- To take positive action to promote Equal Opportunities in all aspects of the work of Wiltshire Creative
- To agree to abide by Wiltshire Creative's policies, as set out in the Staff Handbook
- To maintain confidentiality in all areas relating to Wiltshire Creative
- To maximise income and minimise expenditure wherever possible
- To be flexible and to undertake any other reasonable duties as requested by Management



## About you

- You will possess strong written and verbal communication skills
- You will have a proven track record of delivering projects and meeting deadlines
- You will have a keen attention to detail and copywriting skills
- You will be organised and able to plan and prioritise multiple workstreams to meet project deadlines
- You will have experience of leading social media campaigns
- You will have experience of creating, implementing and evaluating successful marketing campaigns
- You will be able to effectively interpret marketing and audience data
- You will have managed campaign budgets and be able to control costs
- You will be adept at collaborating with both internal and external stakeholders (including design agencies and artists)
- You will have proven people management skills, with substantial line management experience
- You will have a passion for and knowledge of the arts with a genuine interest and understanding of the overall work of Wiltshire Creative
- Digital design experience would be an advantage

## Terms and Conditions

<b>Salary</b>	<b>£33,000</b>
<b>Type of Contract</b>	Permanent full-time
<b>Location</b>	Salisbury (Playhouse or Arts Centre)
<b>Hours of work</b>	40 per week including 1-hour paid lunchbreaks, usually Monday to Friday 10am - 6pm. Occasional evening or weekend work may be required.
<b>Holiday</b>	28 days per annum rising in line with length of service
<b>Benefits</b>	<ul style="list-style-type: none"><li>• Wiltshire Creative offers a pension scheme through People's Pension, whereby contributions will be deducted from your salary and are currently matched by Wiltshire Creative up to 3% of salary. Wiltshire Creative is legally obliged to auto-enrol all eligible employees into this scheme after three months' employment, although the employee has the right to 'opt out'</li><li>• Complimentary tickets for in-house shows</li><li>• Invitations to press nights</li><li>• Occasional ticket offers on visiting shows</li><li>• Discounts in our bars and cafés</li><li>• Buddy scheme for new staff</li><li>• Opportunity for flexible working patterns</li><li>• Wellbeing activities</li><li>• Employee Assistance Programme</li><li>• A fully trained team of Mental Health First Aiders</li><li>• Training and development opportunities</li><li>• Cycle Scheme</li><li>• Computer Scheme</li><li>• Interest-free travel season ticket loans</li></ul> <p><b>Full details are available upon request</b></p>

## How to apply

**The closing date for applications is Monday 10th June 2024 at 9am.**

Thank you for your interest in this post. We strive to make our recruitment process accessible for all. If we need to make any adjustments to allow you to fully participate in our recruitment process, please contact our friendly admin team on [recruitment@wiltshirecreative.co.uk](mailto:recruitment@wiltshirecreative.co.uk) or 01722 320117, and they will be more than happy to help. Adjustments could include, but are not limited to,

- Providing the application pack in a different format (e.g. hard copy, PDF, large print, audio)
- Enabling you to submit your application in a different form (e.g. audio, video)
- Making arrangements to facilitate your participation in an interview should you be shortlisted

We are keen to have all ethnicities, faiths, genders, sexualities, and disabilities represented in our organisation, and actively encourage applications from people of all backgrounds. We guarantee to interview all d/Deaf and disabled applicants who meet the essential criteria for this vacancy.

## Before you apply

Please read the Job Description and Person Specification carefully before you apply and use these to inform your application. If you have any questions, or if you wish to have an informal conversation with us before applying, please contact our friendly admin team on [recruitment@wiltshirecreative.co.uk](mailto:recruitment@wiltshirecreative.co.uk) or 01722 320117.

## How to apply for this post

To apply, please complete our application form (downloadable from our [website](#)) and send it to [recruitment@wiltshirecreative.co.uk](mailto:recruitment@wiltshirecreative.co.uk) with the job title in the subject line. Hard copies are available on request. Please note that we will NOT accept CVs.

We are happy to accept applications in different formats as noted above. Please get in touch if you would like to discuss this.

Please also complete our Equality, Diversity and Inclusion Monitoring Form. A hard copy of this form is available on request. We ask for this data to monitor who our job adverts are reaching and who is applying for our roles. The data submitted is completely anonymous and will only be seen by the administration team and used to analyse the progress of our Equal Opportunities policy. Your answers will not be linked to your application form in any way and will not be seen by the shortlisting or interview panels.



## **How to apply**

### **What Next?**

**Shortlisted candidates will be invited to an interview. Please note there may be a second interview.**

**After the interviews, the selected candidate will be contacted and a conditional offer of employment will be made, subject to satisfactory references. Assuming we haven't done so already, we will then contact your referees and keep you updated of the progress. We will endeavour to inform you within 3 weeks of the closing date if your application has not been successful.**

### **Data Protection**

**The information you give in your application will be used to create a shortlist for interviews. Any data about you will be held securely, with access restricted to those involved in dealing with your application as part of the recruitment process. Your application will be kept on file for a maximum of six months, and then destroyed.**

**Should any job opportunities for which we think you may be suitable arise within the six month period, we may send you details about the vacancy. We may also contact you for feedback on our recruitment processes**