

JOB DESCRIPTION

Marketing and Sales Manager

G Live, Guildford

G Live is one of 12 venues within HQ Theatres & Hospitality's (HQT&H) current portfolio of regional theatres and concert halls. HQT&H manages 18 auditoria on behalf of local authorities, with capacities ranging from a 200 seat arts centre to a 2,400 seated/standing theatre. Last year HQT&H programmed a total of 2,354 shows which attracted attendance of over 1.5 million.

HQ T&H is the UK's second-largest venue operator, is a division of Qdos Entertainment Ltd, one of the largest entertainment Groups in Europe.

G Live was built by Guildford Borough Council on the site of the old 'Civic Hall' and opened in 2011. It presents a vibrant and broad range of arts, entertainment and hospitality events across its varied, contemporary and architecturally pleasing spaces. G Live is proud to present the highest profile artists from music, comedy and theatre and to work with the UK's leading producers and promoters.

The Main Hall is a highly flexible space with a maximum seated capacity of 1,031 rising to 1,700 in standing formats. It has class-leading acoustics, excellent technical facilities and is highly accessible. The venue also comprises the Bellerby Studio and the Glass Room (both 100 capacity), and a number of smaller meeting and function rooms.

Located in the heart of the prosperous Guildford town centre, G Live is a remarkably flexible venue that is extremely capable of accommodating the varied needs of professional touring shows and local community organisations, as well as being a vital linchpin within Guildford's business and leisure tourism offer.

In addition to shows and events, G Live offers a range of dining experiences. The contemporary Mezzanine restaurant offers bistro-style pre-show dining, whilst the Café is a great place for meeting friends for coffee and lunch during the day, or for lighter pre-show dining options during the evening.

MAIN PURPOSE OF ROLE

The Marketing and Sales Manager at G Live is part of the Senior Management Team and has overall responsibility for:

- Management of the Marketing and Ticketing functions for all areas of G Live's operation including shows and events, hospitality and conferences and functions.
- Achieving the venue's ticket income, attendance targets and other business targets including customer satisfaction, and income streams from corporate partnerships and memberships.

Representing the venue as appropriate at events, meetings and other business functions to develop the profile of G Live within Guildford and create business networks from which the venue can benefit.

KEY RESPONSIBILITIES

- Develop the venue's overall Marketing Plan, and oversee its implementation by the team
- Contribute to the G Live Business Plan, and deliver KPIs including ticket sales, attendance targets, and other income streams
- Manage the annual marketing expenditure budget (c.£185k) to ensure that costs are not exceeded and agreed recharges to promoters are recorded
- Manage the G Live brand, ensuring that all activities and marketing materials reflect the venue's values
- Achieve the venue's ambitious customer satisfaction targets, supporting all departments to deliver a truly great customer experience
- Work with hospitality colleagues to grow the conferencing/functions business, and ticketed hospitality events, developing effective marketing campaigns
- Work with Venue Director and General Manager to further develop the venue's hospitality offering, helping improve Spend Per Head results and retail targets
- Further develop the digital marketing strategy, so that G Live has a high profile online amongst key target markets
- Manage the website, ensuring it is on-brand, maximises conversion to sales and delivers a smooth customer experience
- Oversee the creation of individual show and project marketing campaigns, monitor progress and report on results
- Maintain excellent relationships with the marketing representatives of producers, promoters and hire clients, ensuring the timely provision of sales information and the delivery of mutually-agreed campaigns within agreed budgets
- Lead the ticketing team on upselling opportunities so that ticket sales and other income targets are exceeded
- Manage the work of creative agencies, including print, design, outdoor and digital
- Monitor, manage, evaluate and report on the venue and hospitality marketing budgets
- Evaluate all marketing activity to ensure return on investment and effectiveness
- Oversee the venue's PR strategy, further developing relationships with key local media partners, maximising local profile and acting as a spokesperson for the venue, as required, including in sensitive matters.
- Manage the venue's research and customer feedback strategy and work with senior colleagues to drive improvements
- Develop the corporate partnership scheme, account managing all existing relationships and developing new business partnership so as to achieve income targets

- Develop the venue's CRM strategy, creating engaging, appropriate and regular communication with key customer segments
- Report on all marketing activity and progress against targets to key stakeholders including the Venue Director, Borough Council and HQT&H Management Team
- Oversee the production of strong, effective, and on-brand marketing material including the seasonal brochure
- Lead and develop the marketing and ticketing teams so that they achieve their full potential, and are motivated and enthusiastic in their work

REPORTS

The post-holder reports to the Venue Director.

Direct reports include the Marketing Officer, Marketing Assistant, Publicity Assistant and Ticketing Manager.

PERSON SPECIFICATION

Essential skills required:

- A proven track record of growing attendances and sales in an arts, entertainment or live events industry
- Strong people skills, with the ability to inspire and develop a team of four full time direct reports, and additional part-time and casual ticketing staff
- Commercial acumen, and confidence interpreting, analysing and reporting on sales and income figures
- Robust marketing knowledge including strategic planning, brand management, digital strategy, PR, communication, and pricing strategies
- Up-to-date experience of progressive digital marketing
- Experience of managing budgets
- Ability to develop creative campaigns and eye-catching publicity
- Confidence in managing relationships with a broad range of stakeholders including the Borough Council, promoters, the press and corporate and community partners.
- Strong customer service focus, with a genuine interest in delivering the best possible experience for the customer – from their initial booking through to departure from the venue after a show
- High attention to detail, ensuring all marketing activity is accurate and up-to-date
- Track record of developing with relevant team members, and of implementing, new and successful marketing and sales campaigns;
- A 'can-do', positive attitude
- Ability to work in a very fast-paced environment, and juggle a multitude of priorities

Desirable skills required:

- Senior level marketing management experience
- Experience of coaching, mentoring and developing colleagues skills
- Experience in the use of AudienceView ticketing system;
- Enthusiasm for the live entertainment industry
- A confident, professional manner and ability to deal with people across the spectrum
- Creativity – the ability to think outside the box and lead on new developments

APPLICATION PROCEDURE:

If you would like an informal chat about this post please speak to Derek Aldridge, Venue Director, on 01483 739040 or Chris McGuigan, Group Director of Marketing and Sales, on 0207 406 1701.

To apply, please visit glive.co.uk and go to the Get Involved/Work With Us section to download the application form. Please send the form, with a covering e-mail explaining why you are the best person for the job, to daldridge@glive.co.uk.

Closing date for applications is Monday 25 March at 6pm and interviews will be held on Wednesday 3 April at G Live.

Salary: c.£40,000 commensurate with experience plus management bonus scheme. 25 days annual leave plus bank holidays.

40 hours per week. The post holder may be required to work occasional weekends, Bank Holidays and evenings.