

REGENT'S PARK  
**OPEN**  
**AIR** THEATRE

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# DIRECTOR OF COMMUNICATIONS & AUDIENCES

## RECRUITMENT PACK

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**APPLY BY:**  
**10AM, MONDAY 17 OCTOBER 2022**

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# About Us

**Established in 1932, the multi-award-winning Regent's Park Open Air Theatre is one of the largest theatres in London (at a capacity of 1,256). Passionate about producing first class theatre for and in our unique setting which inspires, challenges and entertains, the scale and ambition of our outdoor productions makes us unique in the capital's cultural landscape. Every year we welcome over 140,000 people to our 20-week summer season.**

Over the last twelve years, our productions have won seven Olivier Awards, seven WhatsOnStage Awards, and four Evening Standard Awards. We were named London Theatre of the Year in 2017 by The Stage, and received the Highly Commended Award for London Theatre of the Year in 2021. Our productions have toured the UK, and have transferred to both the West End and the United States. Our 2016 revival of *Jesus Christ Superstar* will soon be starting its second tour of North America.

As a registered charity that receives no regular public subsidy, over 90% of our income is currently generated from ticket sales. Nevertheless, we have maintained our lowest ticket price of £25 for nine years, our BREEZE scheme enables those aged 18-25 to buy tickets for £10, and we regularly work with local charities. Each year, on average, we subsidise tickets for 6,000 school pupils. In the past year, the number of Annual Members has increased by 31% and our Patron Scheme by 10%.

Our in-house bars and restaurants champion exemplary customer service and offer a selection of dining choices, including our waiter-served Covered Dining (recently certified as a Sustainably Run Restaurant), afternoon tea, and more casual options such as picnics, The Grill and The Pizza Oven.

Regent's Park Open Air Theatre has become one of the most independently sustainable and financially successful producing theatres in the country, and we embark on the next stage of our vision with ever-increasing artistic ambition and entrepreneurial spirit.



**“ONE OF THE GREAT UNDERSUNG THEATRICAL SUCCESS STORIES, PACKED WITH AWARDS, AS WELL AS MOUNTING CRITICAL AND AUDIENCE ACCLAIM.”**

Evening Standard

# Director of Communications & Audiences

We are looking for a passionate, committed and innovative Director of Communications & Audiences to set and deliver Regent's Park Open Air Theatre's strategy for marketing, communications, digital, brand and profile, sales, audience development and visitor experience.

A key role in the theatre's Senior Management Team, this is a unique opportunity for a highly-skilled and driven individual to help shape the future direction of Regent's Park Open Air Theatre at an exciting time in the organisation's history, as we reach the end of our hugely successful 90th anniversary season and launch a new vision and strategy for the next five years and beyond.

## The role involves:

- Creating, overseeing and delivering marketing campaign strategies (across digital, print, media and advertising) for all Regent's Park Open Air Theatre productions, visiting work and general activity to achieve ambitious sales and audience engagement targets.
- Developing high-quality and inspirational artwork, design, copy and other promotional materials for both our produced work and wider organisational activity.
- Overseeing all publications for the organisation, including play texts, programmes and annual reports.
- Collaborating with our Press & PR agents to develop and deliver impactful communications strategies for our productions and wider activity that effectively engage audiences, the media, staff, key influencers, and external stakeholders.
- Working with the Executive Director, Artistic Director, and/or Press & PR agents to carefully manage sensitive or high-profile PR issues and audience feedback.
- Leading the development and delivery of our digital strategy, including broadcast opportunities, presence on social platforms, use of technology, and the evolution of digital content to reach more people (globally) and strengthen our online impact and relevance.
- Acting as the brand guardian for Regent's Park Open Air Theatre, ensuring that the way in which we present, position and talk about ourselves externally is consistent, engaging, and helps build the international reputation of the organisation and the work that we do.
- Working closely with the Head of Partnerships and Executive Director on corporate opportunities and brand alignment with individuals and other organisations.
- Developing and monitoring ticket pricing initiatives, sales strategies, attendance and revenue targets (across all areas of primary and secondary earned income streams) in collaboration with relevant Heads of Departments and the Executive Director.
- Creating and implementing an audience retention and development strategy that extends our reach, range and diversity of engagement, and builds greater audience loyalty.

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**SINCE HE TOOK OVER THE OPEN AIR THEATRE, TIMOTHY SHEADER HAS REVIVIFIED REGENT'S PARK WITH UNEXPECTED SCHEDULING AND SMART PRODUCTIONS**”

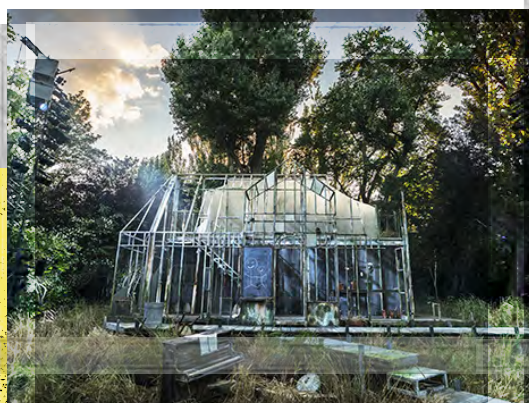
The Observer



# Director of Communications & Audiences

## The role involves (continued):

- Leading on audience research, insight, data analysis and evaluation to inform strategies and targets, and ensuring the continued development and effective use of the organisation's CRM system (Spektrix)
- Working with colleagues to consistently improve the experience of our audiences and visitors both online and onsite.
- Managing the Marketing & Communications, Visitor Services (who are responsible for Box Office), and Catering teams.
- Effectively managing all departmental budgets in line with the organisation's financial systems and procedures.
- Working with the Executive Director to ensure that relevant policies (GDPR, PCI, privacy, ticketing terms and conditions etc.) are in place, implemented, and regularly reviewed.
- Managing the organisation's digital and physical archive
- Collaborating with Senior Management colleagues to help drive the implementation and evolution of the organisation's strategic priorities as set out in our 2022-27 Strategy.
- Attending Board of Trustees meetings as and when requested.
- Any other duties as reasonably requested by the Executive or Artistic Directors.



# Person Specification

We are looking for a motivated and targets-driven team player to join our small group of permanent staff; someone who has the ability and desire to balance long-term strategic planning with hands-on delivery on a day-to-day basis.

## Essential:

- Significant marketing, communications and sales experience at a senior level in the arts, culture and/or visitor attraction sectors.
- Demonstrable experience of creating, delivering and evaluating successful and inventive communications and audience engagement strategies that drive sales and extend reach, exceeding agreed targets.
- Experience of brand management and development.
- A proven track record in managing and interpreting data.
- A strong understanding of digital innovation and experience of exploiting digital opportunities.
- A creative thinker with the ability to take a 360 view and make an active contribution to the wider strategic development of the organisation.
- Strong leadership skills with the ability to inspire and motivate teams (permanent staff, seasonal staff, freelancers, creatives, external agencies etc.)
- Advanced skills in both written and oral communication, presentation, negotiation and collaboration.

- Excellent organisational skills, with a great eye for detail and the ability to work effectively under pressure.
- Experience of setting and effectively managing budgets.
- Good computer literacy skills, including Microsoft Office.
- Understanding and commitment to equity, diversity and inclusion.
- A passion for Regent's Park Open Air Theatre and the work we produce.

## Desirable:

- Experience of working in a producing theatre at scale.
- Experience of working with external agencies, suppliers and freelancers.
- Experience and knowledge of CRM systems, particularly Spektrix.
- Broad understanding of technical aspects of the web (HTML, CSS, Javascript, browsers etc.).



“REGENT'S PARK OPEN AIR IS FAST BECOMING THE NEW POWERHOUSE FOR EYE-OPENING MUSICAL REVIVALS”

Broadway World



# Terms & Conditions

<b>Job Title:</b>	Director of Communications & Audiences
<b>Responsible to:</b>	Executive Director
<b>Responsible for:</b>	Head of Visitor Services & Estates (with the Technical Director) Head of Catering Marketing Manager
<b>Working closely with:</b>	Artistic Director All Senior Managers and Heads of Departments Marketing Officer External consultants and agencies, including Jo Allan PR
<b>Contract:</b>	Full-time, permanent
<b>Basic Working Hours:</b>	40 hours per week. Office hours are Monday – Friday, 10am – 6pm. Occasional weekend and evening work will be required.
<b>Work Base:</b>	Regent's Park Open Air Theatre, Inner Circle, Regent's Park, London, NW1 4NU. Remote working possible at times out of season, subject to agreement with Line Manager.
<b>Salary:</b>	In the region of £60,000 per annum, paid monthly by PAYE.
<b>Benefits:</b>	Contributory pension scheme. Two complimentary tickets for each of the summer season's lead productions. Staff discount at the theatre's bars and catering outlets. Training and development opportunities. Private Health Care after 1 year's continuous service.
<b>Annual Leave:</b>	22 days per annum plus Bank Holidays and discretionary days in December to cover any potential festive shutdown period.
<b>Notice Period:</b>	3 months (2 months during Probationary Period)
<b>Probationary Period:</b>	6 months



“ARTISTIC DIRECTOR TIMOTHY SHEADER HAS TAKEN ON THE IDEA OF AN OPEN AIR THEATRE AND RUN WILD WITH ITS POTENTIAL”

Sunday Times



# How to Apply

To apply for this role, please download and complete the Personal Details Form, Application Form, and Equal Opportunities Form from our website ([openairtheatre.com/jobs](https://openairtheatre.com/jobs)), and return to [jobs@openairtheatre.com](mailto:jobs@openairtheatre.com) by no later than **10am on Monday 17 October 2022**.

First Round interviews are currently scheduled to take place on **Thursday 20 & Friday 21 October 2022 (likely on Zoom)**. We will notify you either way if you have been selected for interview or not.

Second Round interviews are currently scheduled to take place on **Wednesday 26 October 2022 (in person)**.

Feedback will be provided to all first round interviewed applicants on receipt of a written request no later than 1 week after the date of interview. We regret that due to the volume of applications expected feedback cannot be provided to applicants who aren't invited to interview.

**Should you have access requirements or need any reasonable adjustments to be made in order to apply for this role and/or attend an interview, please e-mail [jobs@openairtheatre.com](mailto:jobs@openairtheatre.com).**

Regent's Park Open Air Theatre is an equal opportunities employer and our recruitment process is open to all, regardless of disability, ethnicity, sexuality, gender identity, religion, caring responsibilities, and/or socio-economic background. Our ambition is to achieve greater diversity so that our organisation better reflects the city and country in which we live. We are keen to hear from people who are currently under-represented at Regent's Park Open Air Theatre and more widely in the theatre industry, particularly Black and Global Majority people, and those who are disabled.



“REGENT'S PARK OPEN AIR THEATRE IS A MAGICAL SANCTUARY FROM THE HUSTLE AND BUSTLE OF THE CAPITAL”

Times






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