



## **Head of Sales and Development – ATG Scottish Theatres**

### **Background**

#### **The Edinburgh Playhouse**

With over 3000 seats The Edinburgh Playhouse is the largest traditional theatre in the UK. The Playhouse was originally designed as a theatre but opened in 1929 as a cinema. It continued as a cinema until 1973 and then, after a period of uncertainty, reopened as a premier concert venue.

Over the years we have hosted major musicals and some of the biggest names in rock, pop and comedy including: The Lion King, Wicked, Nick Cave, The Rolling Stones, Bon Iver, Kevin Bridges, Elton John, Tom Waits and Bruce Springsteen and we even hosted the Queen during the Royal Gala performance in celebration of the 1986 commonwealth games.

#### **Glasgow Kings Theatre**

The 1770 capacity King's Theatre is owned by Glasgow City Council and operated by The Ambassador Theatre Group. The King's opened in 1904 and is generally regarded as the finest example of a Frank Matcham designed theatre in Scotland.

The King's has a very busy diary primarily made up of touring musicals and concerts. We have also been the very proud home Glasgow's number one pantomime for over fifty years.

#### **Theatre Royal Glasgow**

The 1540 capacity Theatre Royal began life as the Royal Colosseum and Opera House in 1867, changing its name to the Theatre Royal two years later. Famous theatre owner / managers Howard and Wyndham launched their careers at the Theatre Royal when it first opened. In 1957 the Theatre Royal was sold to Scottish Television which was based here until 1974 when the theatre was purchased by its current owner, Scottish Opera. The Ambassador Theatre Group is extremely proud to have been operating the theatre since 2005.

The Theatre Royal diary is the home venue of Scottish Opera and Scottish Ballet and is also known for staging drama, musicals and concerts.

All three theatres are part of the Ambassador Theatre Group (ATG), the global leaders in live entertainment. ATG owns and operates close to 50 venues worldwide, is an internationally recognised and award-winning producer and operates a market leading theatre ticketing business.

Edinburgh is one of the most beautiful cities in the UK. In March 2018 the following was published in the Evening Standard

“Edinburgh has been voted the most attractive city in the UK to live and work in, according to a new study.

The Scottish city's access to education, healthcare and vast green spaces saw it rank higher than anywhere else in Britain.”

Glasgow is Scotland's largest city and enjoys a diverse and vibrant arts scene. Glasgow's reputation has grown with the city being recognised by *National Geographic Traveller* as one of its 20 “Best of the World” destinations in 2016.

### **ATG Scotland Staff**

Our staff include some of the most experienced, professional and skilful working in theatre throughout the UK and this is an exciting time to be joining the company as our theatres are at very different stages in their development

Our Glasgow venues are both stable and very successful with a certain amount of regularity in the programme from Scottish Opera and Scottish Ballet and some well-respected and long standing amateur performances complimenting a programme of world class drama and musicals. The Theatre Director has been in post for over a decade but has recently been joined by two new Theatre Managers.

Edinburgh has significantly more fluctuation in both programme and success. A new Theatre Director joined in October 2017 and was joined in April 2018 by a new Theatre Manager. They both bring extensive experience to The Playhouse and, along with the rest of the staff, are determined to establish The Playhouse as not only the biggest, but also the best Theatre in Edinburgh – with the best performances and the best customer service.

### **Head of Sales and Development**

This is an unusual and exciting appointment as you will be the only staff member who works across both cities and all three venues. As such you will be able to choose which city you will be based in, although you would be expected to have a regular presence in both cities. All the theatres have some strong local business contacts and partnerships but are all looking to increase the level of sponsorship that they attract.

As Head of Sales and Development you take the lead role in attracting sponsors, developing partnerships with the cities corporate communities and representing the theatres on city wide bodies such as Chamber of Commerce and Business Improvement Districts.

## HEAD OF SALES AND DEVELOPMENT – ATG SCOTLAND

### JOB DESCRIPTION – MAY 2019

**REPORTING TO:** Theatre Director of Edinburgh Playhouse and Glasgow venues

**DIRECT REPORTS:** Deputy Head of Sales and Development

**LOCATION:** Edinburgh Playhouse or Glasgow Theatre Royal with presence in the other city as required

**HOURS:** Full time (40 hours per week)

This post is salaried. It will involve an amount of evening and weekend work to attend some opening nights and other events. There is no overtime payment but time off in lieu can be taken.

### OVERALL PURPOSE

To foster relationships with businesses and individuals with a view to growing revenues from sponsorships, business partnerships, and corporate memberships and to increase the presence of the theatres across corporate and civic life in both cities and to plan and report on all this work as appropriate.

### MAIN RESPONSIBILITIES

#### SPONSORSHIP

- To develop a suite of sponsorship opportunities across the three venues. This will include naming rights to spaces within the buildings and opportunities to be associated with, or provide client entertainment at, shows.
- To identify and approach companies and individuals who may be interested in these opportunities.
- To ensure that all such opportunities are in the long term interests of ATG
- Where appropriate to liaise with other interested parties e.g. show producers.
- To produce documentation and marketing materials to promote these opportunities

#### PARTNERSHIPS

- To develop a suite of partnership opportunities across the three venues. This will include:
  - Ticket packages for hotels and restaurants that they can sell our tickets as part of their marketing and therefore increase our ticket sales while reaching a new audience.
  - Promoting the opportunities at all our venues for staff and client entertainment and event hosting

- Develop group sales from the local business community
- To take the lead in working alongside external partners to drive sales from the tourist market and other visitors to the cities

#### **DEVELOPING CORPORATE RELATIONSHIPS**

- Attend corporate and other appropriate events to develop our relationships with the corporate sector in both cities.
- Advise the Theatre Directors on events they should be attending
- Be our main point of contact with Chamber of Commerce and other similar groups

#### **BUDGET AND FINANCE**

- To calculate the cost and return of every potential sponsorship and partnership opportunity to ensure there is sufficient return for ATG.
- Working alongside the two Theatre Directors to set an appropriate budget – including income and expenditure targets.
- To liaise with central finance personnel Ensure that all sponsorship income and expenditure is properly recognised within the accounts – especially where the income has been part of wider deal.
- To achieve all net income targets.
- In conjunction with other relevant ATG personnel produce appropriate contracts for agreed sponsors and partners.

#### **OTHER DUTIES**

- At times, and as the business requires, work at other ATG venues.
- To liaise with colleagues in other ATG venues in order to recognise joint initiative opportunities.
- To oversee our seat dedication scheme, to maintain good relationships with existing participants and to encourage additional dedications.
- Undertake any such duties and training as may be considered reasonable for this role

It is unlikely that we will find a candidate with all the skills below but preference will be given to candidates who demonstrate experience across a number of these areas

**Experience** – the ideal candidate will have gained some of this experience within in arts or leisure environment

- Experience of Theatre Ticketing and Marketing would be an advantage
- Previous experience in successfully attracting and managing sponsors.
- Previous experience in successfully managing partnerships with the corporate sector
- Experience of developing and managing budgets
- Experienced networker – especially within corporate circles

#### **Skills**

- Excellent written and oral communication.
- Comfortable in formal and informal settings with a range of people from corporate CEOs to social group organisers. A great networker.
- Excellent planning and organisational skills.
- Computer literate – proficient with Word, Excel and Outlook.
- Ability to work under pressure and with a high degree of autonomy.
- Absolute attention to detail.