



## **JOB DESCRIPTION**

### **DIRECTOR OF MARKETING & COMMUNICATIONS**

Eleven Arches, the production company behind 'Kynren – an epic tale of England', the spectacular open-air live action show in Bishop Auckland, County Durham, is looking for talented individuals to join the team as the show moves into its third season, and the development of a new daytime theme park begins.

Eleven Arches is the production company behind 'Kynren – an epic tale of England', the spectacular open-air live show in County Durham. A registered charity, Eleven Arches aims to establish Bishop Auckland as an international tourist destination, a new engine for economic growth, with Kynren and a future historical theme park at its heart.

Performances of Kynren run throughout the summer from July to September. The production of show is possible thanks to the participation of over 1,000 professionally-trained volunteers as cast and crew of the show.

The role offers the successful candidate the opportunity to be involved in inspiring, ambitious and unique project, working in a fast-moving, unpredictable, high-octane environment that accompanies the production of a world-class show.

#### **THE ROLE - OVERVIEW**

The Director of Marketing and Communications is responsible for developing and maximising all streams of revenue, through the development of B2C and B2B ticket sales channels, merchandise and corporate opportunities, while optimising engagement and integrating Kynren within the local community.

Reporting to the Chief Executive Officer, you will be responsible for developing the Kynren proposition, orchestrating and driving the marketing strategy, leading the team to deliver consistent communications and collateral in line with the marketing plan as we develop new sales channels. You will also be responsible for optimising the customer booking journey, identifying and removing any barriers to purchase and ensuring the box office system and ticket sales hot line are delivering an exemplary customer experience. Leading a team of staff and agencies, you will also be responsible for the development and protection of the Eleven Arches and Kynren brands.

Due to the size of the team and scope of the role, we are looking for an experienced marketing professional who takes a proactive hands-on approach to delivery and is comfortable to dealing with the unexpected. A certain amount of out of hours work to attend networking events or community

meetings will be needed; in addition, all members of Eleven Arches staff are required to be on site for most performances, for which time off in lieu is offered.

## **KEY OUTPUTS & RESPONSIBILITIES**

- Work with the CEO and other members of the senior Eleven Arches team to develop and refine the Kynren experience/value proposition, considering pricing, packages, show content, entertainment, security, F&B and accessibility
- Create the overall marketing strategy encompassing brand strategy, brand identity, customer journey and creative ad communications approach
- Create and deliver a marketing plan to communicate the proposition in a compelling and engaging way to target segments and geographical regions through:
  - Traditional, digital and social media
  - Community partnerships
  - Travel Trade and Groups propositions and packages
  - Website content
  - Social media, email CRM and database development
  - Public relations
  - Events, exhibitions, pop up box office
  - Leaflet distribution and off-site promotion
  - Internal staff, volunteer and neighbour communications
  - Corporate opportunities – hospitality and sponsorship
- Oversee all aspects of the day-to-day marketing and sales of Kynren tickets, providing guidance to the team regarding queries, complaints and comments in an effective, constructive and timely manner
- Manage the marketing budget, assessing ROI where possible to evaluate and refine the effectiveness of activity
- Manage the customer booking journey, reviewing and refining the booking process (offline and online) in terms of presentation, website functionality and content, ticket hotline and box office, to optimise ease of booking, level of service and the cost of sales
- Provide strategic direction across all social media channels to proactively deliver engaging content and insights, to maximise engagement and leverage followers to extend the reach of Kynren and drive ticket sales
- Identify a schedule of B2C events in the region – such as county shows and fairs - where it would be beneficial for Kynren to be represented or promoted, either through sponsorship, the presence of trade stands or leaflet distribution Kynren representation or promotion at B2C events including a schedule of relevant
- Oversee and manage the development, functionality and maintenance of the website to optimise ease of booking and search engine visibility while minimising bounce rate and cart abandonment.

- Work with the Business Development & Partnerships Manager to orchestrate and deliver a robust plan to grow Groups and Trade bookings through B2B meetings, forums and shows, exploring new opportunities to explore as they occur
- Work with the CEO, Operations team and transport providers to facilitate ‘the last mile’ travel solutions for visitors to our site
- Explore and develop corporate opportunities and revenue streams such as sponsorship and hospitality programmes
- Work with members of Volunteer Casting team and Head of Communications to create a community outreach programme designed to involve and grow the support of local communities (clubs, societies, schools etc) through a programme of site visits, off-site talks and competitions, leveraging the assistance of volunteers as Kynren Ambassadors.
- Work with the PR agency and Head of Communications to identify a PR strategy that encompasses national and regional media, creating and developing stories and angles with key media, leading the team to deliver on objectives
- Work with relevant members of the team to create tactical, relevant promotional campaigns to drive ticket sales
- Co-ordinate and deliver all artwork and print assets required for advertising, publicity, show literature and promotions
- Optimise the growth of Eleven Arches database of opted in subscribers, driving timely and engaging CRM activity
- Be responsible for the relationship, brief and SLA with agencies
- Attend and represent Eleven Arches at relevant trade and community events
- Produce a weekly report for the CEO summarising all activity undertaken in the preceding week and outlining activity planned for the forthcoming week
- Facilitate a weekly marketing meeting with team and agencies to update on all activities and explore ideas to drive incremental sales

#### **SKILLS, EXPERIENCE AND PERSONAL ATTRIBUTES:**

- A strategic thinker with a ‘can-do’ attitude to delivery who is happy to get their hands dirty
- An effective leader, with experience of managing and motivating individuals to deliver to their full potential
- First class communication and interpersonal skills, both written and verbal
- Strong project management expertise with the ability to multi-task.
- In-depth understanding and experience of all aspects of the marketing mix
- Solutions oriented, with intuitive problem solving and analytical abilities to find efficiencies
- Highly numerate with strong commercial acumen and keen negotiating skills, able to manage and deploy budgets for maximum cost-efficiency
- Self-motivated with plenty of initiative and an enquiring mind, who can manage own workload and time in a fast-moving and demanding environment
- Excellent IT skills, specifically across Microsoft Office suite and Google Analytics
- Experience of being the public-facing representative of an organisation

- Experience of leading the marketing function in a sales-focused environment, with track record of delivering against objectives, ideally with experience of the successful development of a start-up brand
- Experience of travel, tourism or attractions marketing an advantage

## **REMUNERATION**

We offer a competitive salary and benefits package, commensurate with experience. To apply, send your CV with a covering letter to [recruitment@elevenarches.org](mailto:recruitment@elevenarches.org)