

# THEATRE CENTRE

## ENTERPRISE AND DEVELOPMENT MANAGER JOB PACK



# Enterprise and Development Manager (Part-time)

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<b>Job Title:</b>	Enterprise and Development Manager (Part-time, 0.6 FTE / 3 days per week)
<b>Responsible to:</b>	Executive Director / Joint-CEO
<b>Responsible for:</b>	Freelancers, consultants and work experience placements (where engaged)

## About Theatre Centre

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Theatre Centre brings world class theatre straight into the heart of schools. Our shows present big ideas and difficult questions which can help young audiences make sense of a complex and changing world. We use the power of stories, writing and performance to support students and teachers in their learning across a range of subjects to build confidence and aspiration. Our vision is that children and young people are empowered in their activism and leadership through theatre, using their voices and ideas to make change in themselves and the world around them.

Diversity and inclusion is core to our practice so that we can best reflect and relate to the living experience of children and young people today. We were founded in 1953 by Brian Way and Margaret Faulkes who pioneered schools' touring and new writing for young audiences. Today, we continue to meet thousands of young people on their terms, in schools, venues, community spaces and online, and champion new writing for young audiences.

We want to make work with innovative and inquisitive artists and have a range of opportunities for artistic development including commissions, our Writer Fellowships and Splash Residencies. We also engage artists as facilitators through projects such as Creative Roots and Standpoint, supporting young people's confidence, aspiration and creativity.

As we move towards our 70th birthday, we lead the Theatre in Schools movement as an Arts Council England National Portfolio Organisation and wave the flag for more writers and artists to make work for young audiences in the UK and beyond.



## Purpose of the Job

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The Enterprise and Development Manager is a new post for the Company, the outcome of our ambitions to be a more financially dynamic and enterprising organisation. We have been experimenting with our financial resilience, both from a fundraised and earned income perspective, since 2016 with the start of our Catalyst Evolve journey (ending September 2019) and the development of our first product dedicated to a targeted sales market – Switched ON (launched November 2018). We still have some way to go in achieving our enterprise goals, and this post is part of our ongoing commitment to, and enthusiasm for, being a dynamic organisation, in all ways. We have identified funds for the post initially on a part-time, 12-month contract to allow the executive team and the board time to assess what the role could be longer term. We are also open to the possibility of increased hours based on how quickly new ideas develop.

The postholder will work closely with the Executive Director to realise the Company's short/mid-term financial targets across earned income from direct sales, and relationships with corporate and other industry partnerships. They will use our PSHE teaching toolkit, Switched ON, as a vehicle to 'test and explore' the Company's capacity for enterprise. Working closely with other members of our core team will be crucial to the impact of the role - identifying new Theatre Centre products or commercially viable ideas through to proposal, and then having the opportunity to test those that are 'sticky'. As a manager, they will be a key player in our Enterprise and Business Development sub-committee, informing and working at governance level with members of Theatre Centre's Board of Trustees, and ensuring a culture of enterprise is represented across the organisation.

# Main Duties and Responsibilities

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## Enterprise (Sales & Income Generation):

- Lead on the development and implementation of a sales campaign for Switched ON, our PSHE teaching toolkit for teachers.
- Identify potential new markets for Switched ON and other Theatre Centre assets, developing financial models and operational plans (business planning) for moving into these.
- Lead on Theatre Centre's online shop function, managing stock, income, advertising and generating new ideas to find customers and increase sales.
- Develop and maintain a robust customer relationship system for Theatre Centre, connecting with our new Customer Relationship Management (CRM) facility, and ensuring GDPR compliance.
- Cultivate and maintain relationships with existing and potential customers, clients, partners, funders and sponsors.
- Maintain up-to-date income and expenditure details for Switched ON and other earned income budget-lines, providing reports for Board and sub-committee meetings.

## Development (Business Development and Fundraising):

- Lead on the development of new and existing Switched ON product titles, working closely with the Artistic Director, Marketing Officer and Participation Producer to ensure the product components are reflective of the needs/wants of the target market.
- Scout for external commercial opportunities, leading on the development of proposals, pitches and project plans from application through to delivery.
- With the Theatre Centre team, identify and package new internal commercial opportunities, leading on their scope and feasibility.
- Identify new corporate relationships for CSR opportunities and statutory relationships for social/financial investment opportunities.
- Be the Company's main contact for business consultants, partners and 'friends' ensuring they are engaged in (where suitable) the broader life of the Company such as invitations to shows, project sharings and cultivation events.
- Administrate the Enterprise and Business Development Sub-Committee, attending meetings, taking minutes and being a key operational link between the committee and the Company's day-to-day business.

## **Strategy/Management:**

- Work with the Executive Director and trustees to reflect on and develop Theatre Centre's 'Enterprising' culture and vision.
- Contribute to Theatre Centre's business plan delivery, review and development by working closely with the Executive Director and Artistic Director on personal goals and KPIs.
- For the Executive Director/CEO, prepare reports for Board meetings and attending meetings where relevant/required.
- Develop new Business Cases for Support for organisational/strategic development fundraising applications; applying an 'enterprise' spin to all relevant marketing, fundraising and institutional communications.
- Support the Company's developing 'Theory of Change' model to ensure impact measurement and evaluation of Business-related products and activities are included/reflected.
- Represent Theatre Centre at relevant industry events, meetings, trade shows and conferences speaking engagingly and compellingly about our work and products.
- Be a positive advocate for Enterprise and Business within the Company, supporting other team members to adopt or apply enterprise thinking and techniques into their day to day work.

## **Other Duties:**

- Provide strategic administrative support to the Artistic and Executive Directors as required.
- Represent, with professionalism, Theatre Centre at performances and events as appropriate, or on identified digital/social platforms.
- Keep informed of developing discourse, terminology and thinking relating to statutory education, the public benefit of the arts, children and young people, the creative industries and other tangible topics Theatre Centre could adopt to support its future vision.
- Working to and within Theatre Centre's ambitions around Equality and Diversity, Safeguarding and Environmental Sustainability, ensuring that its policies are put into practice; always aiming for the best possible outcome in these areas.
- Any other tasks as may be reasonably required to support the activities of the Company and the ambitions for the post.

# Person Specification

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## Essential Experience/Skills:

- Professional experience of generating income through applied business, fundraising or entrepreneurial skills.
- Exemplary communication and interpersonal skills; capable of building and maintaining professional relationships across all levels of stakeholder.
- Excellent attention to detail when working with text, numbers, imagery and logistics.
- Excellent numeracy skills.
- Experience of creating and managing budgets.
- Experience of business planning.
- Experience of managing professional stakeholder and 'B2B' relationships.
- Able to analyse industry/sector trends and spot potential opportunities and threats for Theatre Centre.
- Excellent IT skills and knowledge of relevant software including Microsoft Office (word processing, design, communications, data-management and finance packages).
- Excellent writing skills; experience of producing engaging and informative copy to a house style.

## Desirable Experience/Skills:

- Proven experience of developing ideas to promote business/commercial sales.
- Experience of working with schools and teachers, or within the Education sector.
- Experience of 'innovation' – re-working existing products and ideas for a new purpose.
- Experience of using a CRM database and managing data that is GDPR compliant.
- Experience of interacting with WordPress and Shopify web platforms.
- Knowledge of the UK theatre/theatre for young audiences sectors.
- Interest in developing a career in business/arts management.
- The ability to develop strong and healthy networks/contacts across the arts, creative industries and education sectors.

## Personal and Professional Qualities:

- Organised and methodical with the ability to self-administer workload.
- Capacity for applying creativity to business and finance.
- An entrepreneurial outlook on challenges.
- Proficient and relaxed at multi-tasking and capable of working effectively across a range of priorities and outputs.
- Ability to work collaboratively in a very small team.
- Ability to work to tight deadlines / good time management.
- A self-starter / can take initiative.
- A confident communicator.
- A positive approach to work.
- A dynamic approach to achieving goals.
- Sympathetic to the charitable aims and artistic ambitions of Theatre Centre with reference to theatre, the arts, youth voice & activism, education, equality and/or diversity.
- Can be a positive mentor to children and young people and work in environments they occupy, or where they will be welcomed.

## Outline of Terms and Conditions

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**Contract Type:** Part time 0.6 FTE (3 days per week). Fixed term for 12 months. We regret that we are currently unable to offer this position on a job share basis. We are open to the possibility of increasing to 0.8 FTE (4 days per week) following the probationary period.

**Hours:** 3 days / 22.5 hours per week (excluding breaks), working days are flexible between Tuesday - Friday, with normal office hours being 10am-6pm.

Additional/alternative hours may be necessary to fulfil the post's requirements and will be subject to TOIL (time off in lieu). Flexible working patterns may be negotiated to accommodate specific lifestyle/personal needs.

**Salary:** £26,000 - £28,000 FTE per annum (depending on experience)  
*Pro rata salary @ 0.6 FTE = £15,600 - £16,800.*

**Annual Leave:** 25 days per annum plus bank holidays. Some holidays may be scheduled by the company.

**Probationary Period:** 3 months.

**Notice Period:** 1 calendar month (1 week during probationary period).

**Pension:** Employer contribution of up to 5% towards employee's or company-nominated stakeholder pension scheme.

**Other Benefits:**

- A minimum of two training opportunities per year
- Season ticket loan scheme
- A professional development plan, including a personal 'go see' theatre allowance
- Annual company dinner

*Please note, from the end of October 2019 Theatre Centre's office will be at the Albany, London, SE8. This will be the location of the postholder's regular place of work.*

## Equal Opportunities and Safeguarding

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Theatre Centre is an Equal Opportunities Employer and recognises the importance and advantages of diverse workplaces and communities. We particularly welcome applications from people of colour, those who identify as LGBTQI+, or are d/Deaf or disabled.

Theatre Centre is a Disability Confident Employer – we guarantee to interview any disabled applicant who meets the minimum criteria for the post. Should you need this information in another format, require reasonable adjustment, or like to apply under the Guaranteed Interview Scheme, please let us know.

Theatre Centre considers the safeguarding of children and young people paramount in all we do. All core staff members and trustees are required to hold an Enhanced DBS certificate. Our Safeguarding Policy is available to view or download from our website, or a hard copy is available upon request.

**This post will be subject to an Enhanced DBS check to be commenced upon receipt of a signed contract. All offers of employment will be subject to the candidate receiving a satisfactory DBS certificate within their probationary period.**

# How To Apply

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Please download and complete an Application Form and Equal Opportunities Monitoring Form from the Opportunities section on our website - [www.theatre-centre.co.uk](http://www.theatre-centre.co.uk) - and submit these to: [admin@theatre-centre.co.uk](mailto:admin@theatre-centre.co.uk)

Or post to:  
Recruitment  
Theatre Centre  
Shoreditch Town Hall  
380 Old Street  
London, EC1V 9LT

CVs *will not* be accepted.

**Deadline for applications: 9am, Monday 7 October 2019**

**Interviews:** 31 October OR 1 November 2019 TBC (first round)  
19 November 2019 (second round)

*Please note, that owing to an office move at the end of October, we have had to allow a longer gap than usual between the application deadline and interviews.*

## Thank you.

Theatre Centre  
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W/ [theatre-centre.co.uk](http://theatre-centre.co.uk)

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