



# HEAD OF COMMERCIAL DEVELOPMENT RECRUITMENT PACK

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We have an exciting opportunity for a creative, entrepreneurial, commercially minded individual looking for their first senior role within the performing arts sector. It offers the right candidate the opportunity to develop their management, operations and business skills in a busy and ambitious producing and receiving venue. The successful candidate will work within our small team at both an operational and strategic level to provide high quality retail, event and hospitality offers which support the generation of secondary income for the theatre.

# OVERVIEW

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<b>Reports to:</b>	Executive Director
<b>Commencement date:</b>	As soon as possible
<b>Salary:</b>	£30,000 per annum depending on experience (employed PAYE status)
<b>Holiday:</b>	26 days per annum
<b>Hours:</b>	This is a full time post of 35 hours per week, worked on a varied schedule, including regular evening and weekend work. The nature of the job will require the postholder to work in excess of these hours and sometimes on their non-standard work days. Overtime is not paid but time off in lieu will be given.
<b>Fixed term contract:</b>	12 months (initially)
<b>Support:</b>	The role will be supported by an experienced industry mentor.

## About Little Angel Theatre

Little Angel Theatre is a home for puppetry. Since its doors first opened in 1961 the theatre has been dedicated to creating and sharing inspiring stories. Puppetry is at the heart of this innovative theatre, from igniting the imaginations of the youngest minds to equipping tomorrow's puppeteers with the tools they need to succeed. As well as an internationally recognised theatre with productions touring throughout the UK and across the globe, Little Angel Theatre also has its roots in Islington, and works with its local, diverse community to break down barriers to arts engagement so all can benefit and enjoy this remarkable art form.

"Little Angel is nothing less than an icon of north London childhood." Time Out, 2016

# CORE DUTIES

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The **Head of Commercial Development** works closely with the Executive Director (ED) and the whole LAT team to realise commercial and secondary income (retail, catering, events, rental property etc.) opportunities for the organisation. There is a target contribution to the organisation from this area of over £150k, and the success of this strand of activity is vital to the ongoing sustainability and resilience of the organisation.

## Strategy

- With the support of the ED and whole SMT team, to oversee the LAT Enterprise strand of activity, responsible for ensuring we are taking advantage of any opportunities that may be available, building sustainable income streams.
- Work with the ED to develop ambitious but achievable budget targets for this area of work, taking responsibility for delivering against these targets and identifying/communicating any areas of risk or opportunity to the ED in a timely manner.
- Proactively engage with the wider LAT staff team to identify, develop and deliver any and all commercial opportunities, ensuring we are making the best use of our skills and resources (including running R&D projects and managing budgets).
- Involvement in redesigning the foyer spaces in both venues to ensure that they become more inviting spaces which will encourage an increased dwell time and optimise secondary spend opportunities.
- Benchmark LAT performance against other similar organisations and the wider market to develop our offer and ensure that we remain competitive.
- Review and update our current refreshment offer to increase earnings.
- Optimise the changes to come about through the Capital Project, particularly in relation to improvements to the foyer spaces to ensure that we can increase our offer, including better cater for evening events (with a bar) and make more use of a dedicated kitchen facility.
- Use the upcoming season of shows to identify a retail range and strategy that will be appealing to our patrons, presenting this range to the AD/ED on a bi-annual basis.

## Operations

- Manage and administer all enquires received in a timely manner (including space hire, puppet hire, birthday party hire and corporate training).
- Ensure that spaces, puppets or other assets are booked out on YesPlan (scheduling software) when in use.
- Recruitment and contracting of facilitators for support of enterprise activity (e.g. corporate training).
- Responsibility for the event management of all third party hires of the spaces, including:
  - attendance at events as primary point of contact (training other staff members to manage an event to enable cover to be in place if required),
  - ensuring a high quality of service,
  - limited disruption to the running of the shows,
  - co-ordinating with technical and front of house / box office teams in good time to ensure in-house events are appropriately planned and scheduled,
  - ensuring any additional costs are recharged onto clients as agreed.

- Maintain and grow the LAT archive of puppets, ensuring they are catalogued, managed and stored appropriately, including commissioning new puppets as required based on demand.
- Work with (local) designers to develop a LAT branded range of merchandise that can be on offer all year round (including on the website).
- Develop the LAT Christmas merchandise range, including cards, wrapping paper etc.
- Ensure that our merchandise and refreshment range is appropriate to the event, stock is well managed and product success is monitored across both sites (with use of the iZettle system), working with the Front of House and Box Office team.

### **Managing Corporate Partnerships**

- Work with LAT's existing corporate partners to ensure they are well looked after and we deliver on the terms of any sponsorship that we have with them.
- Identify other local and national partners that LAT may be able to work with in order to expand our reach and deliver a financial return, including upselling our corporate training packages.
- Work with the Head of Fundraising and Marketing Manager to develop sponsorship packages that might appeal to local businesses, including but not limited to sponsorship for schools and community projects.
- Work with the Head of Fundraising and Marketing Manager to manage relationships with local business to deliver on the LAT local area map, offered to our patrons for a donation.

### **Enterprising / Fundraising Events**

- Be responsible of the programming, scheduling and contracting of our Professional Development Programme of work, ensuring a relevant and dynamic series of courses that deliver against our wider organisational Stepping Stones objectives, and meet income targets.
- Run, budget and deliver the LAT series of high quality and exclusive Lates events in the run up to the Capital Project.
- Run the monthly LAT film nights, liaising with the curator and film distributors and acting as event manager.
- Assist with the running of other fundraising events where appropriate, including a possible Gala as part of the Capital Campaign, our annual Christmas Carol Concert and members / patrons events.

### **Website & Marketing**

- Ensure that the LAT website contains up to date information on the commercial opportunities on offer, including rate cards, technical riders, catalogues, birthday party packages and any other relevant information.
- Work with the Marketing Manager to ensure that effective marketing collateral is produced and distributed for all areas of enterprise activity, in line with LAT brand guidelines.
- Work with the Marketing Manager to identify and provide copy for external advertisement opportunities and monitor success.
- Develop a database of contacts and interested parties for marketing purposes, adhering to GDPR principles of data management.

**Rental Properties** – supporting the ED in managing and administering the properties that we own and lease out (two flats and one shop), including liaising with tenants/agents, drafting contracts, monitoring income and considering/researching future use options.

**Income from Rights / Royalties** – liaison with RSC and third party producers to deliver a fair return on LAT royalty rights for Matilda the Musical and any other third party royalty relationships that LAT may become entitled to.

#### **Other Duties**

- To represent the company as and when required at performances, workshops, and other networking events.
- Adhere to stated policies and procedures relating to Health & Safety and Equal Opportunities.
- Adhere to procedures relating to the proper use and care of equipment and materials for which the role has responsibility.
- Any other ad hoc duties requested by the company.

## **PERSON SPECIFICATION**

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Little Angel make work for a wide ranging family audience. All staff members are expected to represent the company with a friendly and approachable manner at all times.

#### **Essential**

- Professional approach with excellent communication and interpersonal skills.
- Excellent team worker.
- Reliable, with a flexible and pro-active attitude.
- Proven ability to effectively work in a multi-tasking environment.
- Ability to prioritise and work under pressure.
- Self-motivated, with ability to use own initiative to analyse situations and solve problems.
- Willingness to work flexibly as part of a small team in a small organisation - 'can do' attitude and willing to go 'the extra mile.'
- Experience of event management.
- Experience of working in a sales environment or the retail industry.
- Strong IT skills in MS Office (Outlook, Excel, Word).

#### **Desired**

- Previous experience working in an arts environment.
  - Experience in leading and managing small teams of freelance staff.
  - Experience in designing shop displays and merchandising.
  - Working in a retail or customer service environment.
  - Proven knowledge of health and safety legislation and procedures.
  - Experience of budget management, including managing/working to targets.
  - Passion for the performing arts, particularly for a family audience.
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# APPLICATIONS

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The deadline for applications is Monday 20 May at 9am. Interviews will be held on Thursday 23 and Friday 24 May.

To apply, please send a completed application form and equal opportunities monitoring form to [recruitment@littleangeltheatre.com](mailto:recruitment@littleangeltheatre.com) or Little Angel Theatre, 14 Dagmar Passage, London N1 2DN. Please quote reference **HCD19**.

For more information about the company please see [www.littleangeltheatre.com](http://www.littleangeltheatre.com)