

# Community & Education Manager

**SOUTHEND  
THEATRES**

Job Description  
Person Specification

May 2022

HQ Theatres is the UK's leading regional theatre specialist and part of Trafalgar Entertainment.

Southend Theatres provides a stunning range of live entertainment, theatre and dining in our two venues, the **Cliffs Pavilion** and the **Palace Theatre**, in the heart of Southend-on-Sea.

**The Cliffs Pavilion** is one of 12 venues within HQ Theatres & Hospitality's (HQT&H) current portfolio of regional theatres and concert halls. HQT&H currently manages 18 auditoria on behalf of local authorities, with capacities ranging from a 200 seat arts centre to a 2,400 seated/standing theatre. Last year HQT&H programmed a total of 2,354 shows which attracted attendances of over 1.5 million.

**The Palace Theatre**, which opened in 1912, is a delightful Edwardian theatre retaining many features from its music hall origins, and includes The Dixon Studio located on the first floor. The studio is regularly used for a range of small-scale presentations including both amateur and professional productions, stand-up comedians and children's theatre.

- Employment type:** Full Time
- Salary:** £25,000 - £27,000 p.a. dependent on experience, ability and potential
- Hours:** 40 per week over 5 days out of 7, subject to variation to meet business requirements. Working hours may include evenings, weekends, and Bank Holidays.
- Work location:** You will be based at Southend Theatres and may be required to travel to and work at other HQT&H venues. Approved travel expenses will be reimbursed.
- Purpose of the role:** Under the overall direction of the Marketing and Development Manager and working alongside the senior management team, the post holder is responsible for ensuring the development and effective delivery of an innovative Community and Education programme to support the vision of Southend Theatres Ltd. The successful applicant will be required to comply with our Data & Barring Service (DBS) Check procedures.
- Our ideal candidate:** The successful candidate will be a highly motivated and creative self-starter who will thrive in this busy and challenging arts environment.
- For an informal discussion contact:** Paul Driscoll, Marketing Manager  
01702 390472 [pauld@southendtheatres.org.uk](mailto:pauld@southendtheatres.org.uk)
- Closing date:** Friday 10<sup>th</sup> June 2022
- How to apply:** Send your CV and a covering letter to [kerryd@southendtheatres.org.uk](mailto:kerryd@southendtheatres.org.uk). Tell us why you think you are suited to this role, why it interests you and how we'll benefit from having you on board!

## REPORTING

The Community and Education Manager reports directly to the Marketing Manager.

## KEY ACCOUNTABILITIES

### 1. Education and Community Development

- a) Develop and co-ordinate an innovative education and outreach strategy linked to the core programme, aims and objectives of Southend Theatres.
- b) Create links with the local community (in particular the education sector) and develop plans to increase access and attendance, in particular for young people, promoting a two-way process of mutual development.
- c) Create and develop sustainable relationships, partnerships and projects with groups and organisations across the range of communities in the region, thereby facilitating the process of making Southend Theatres accessible economically, culturally and intellectually.
- d) Build upon and further develop productive links with partners and agencies including: Southend Theatres Education Forum, Palace Theatre partners, Arts Council England East, Southend Borough Council, Orchestras Live and The Royal Philharmonic Orchestra.
- e) Be an advocate and assist Southend Theatres' management team in promoting the wider critical understanding of the performing arts through education and learning for a wide range of audiences including sponsors and donors, public bodies, our own employees, the media and the general public.
- f) Ensure educational opportunities are maximised to promote inclusivity and diversity.
- g) Establish and sustain strong partnerships with other arts and non-arts organisations as a way of building audiences for participatory arts and outreach work.
- h) Research and engage the skills of artists and companies with expertise and experience to deliver exemplary participatory workshops, education and outreach work.
- i) Influence and interface with Southend Theatres' programming planning process.
- j) Play a fundamental part in the identification and raising of funds to support education and community work including trusts and foundations, individuals, public bodies, industry and individuals.

### 2. Organisation and Management

- a) Undertake all associated day-to-day administrative work, including liaising with artists, artists' managements, project partners, suppliers of services, issuing confirmations/contracts and booking venue space.
- b) Manage Southend Theatres' work experience and placement programme.
- c) Responsible for authorising expenditure to permitted levels and working within the broadly self-financing nature of the Education Programme, meeting agreed project budgets. Ensure all earned income targets are met.

- d) Lead education and community project meetings to include project planning and evaluation, budgeting and preparing fundraising documents.
- e) Review, develop and maintain Southend Theatres' education policy documents and all information sent to clients and host organisations including initial information, confirmations, risk assessments, health and safety documentation, questionnaires and evaluation forms.
- f) Produce written reports and visual presentations, demonstrating the evaluation and cost analysis of projects.
- g) Manage project budgets and maintain financial records accordingly.
- h) Ensure compliance with legal child protection guidelines, including organising DBS checks.
- i) House manage performances and participatory events as required.
- j) Attend regular meetings as required both in-house and within the HQ Theatres group.

### 3. Marketing

- a) Utilise Southend Theatres' box office database for targeted direct mail, e-mail and other functions. Monitor and advise management on the effectiveness of audience development initiatives.
- b) Design and produce promotional material for the Education and Community Development programme in liaison with the Marketing Manager, including but not limited to relevant website pages, press releases, articles and resource packs.

### Other Duties & Responsibilities

The post holder will:

- a) Dress in accordance with the Southend Theatres uniform policy and wear protective clothing as issued.
- b) Undertake any relevant training and development that may be required.
- c) Carry out any other duties as required from time to time, taking into consideration the grade of the post and the capabilities of the post holder.

This Job Description is not an exhaustive description of your duties. You will be required to adopt a flexible approach to your role and responsibilities. In particular, from time to time, you may be required to undertake such alternative or additional duties as may be commensurate with your skills, experience and capabilities.

## PERSON SPECIFICATION

In order to be considered for this post you will need to evidence and demonstrate:

### KNOWLEDGE AND EXPERIENCE

- A minimum of three years' experience initiating and project managing Education and Community development programmes and projects
- Knowledge of music and/or theatre up to and including degree level
- Excellent organisational, planning, project and budget management skills
- Knowledge and experience of the formal and informal education sectors, national arts policy and fundraising infrastructure
- Excellent interpersonal and motivational skills with special reference to communication
- Experience of creating partnerships with individuals, organisations, community groups and the general public
- Self-motivated with the ability to work independently and as part of a team
- Good administrative and computer literacy skills
- Excellent presentational skills
- A working knowledge of health and safety, child protection and DDA legislation
- A commitment and track record of developing diverse audiences and working with diverse communities (preferable)
- Knowledge of leading theatre industry box office and marketing systems (preferable)
- Awareness of arts management issues in the UK (preferable)

### ATTITUDES

- Flexible approach to working arrangements and hours
- A desire to offer excellent customer service

### PERSONAL

- Able to set and achieve organisational and personal goals
- The post requires regular travel, there a car user with a full licence is preferable
- The post requires DBS clearance.