

## Head of Communication and Development

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**Full-time, salary around £30,000 – part-time, job-share and contract options also considered**

A perfect opportunity for an ambitious, strategically minded communications lead to play an active role in the next phase of our story. The post holder will increase our connection with communities and audiences, build more effective donor relationships, and enhance the position of The Gaiety as an innovator in the Scottish theatre landscape.

### Key objectives

<b>More participants</b>	Building on our local networks to raise awareness of and participation in our creative engagement and learning activity
<b>Bigger audiences</b>	Sharpening two-way communication with existing and new audiences to increase first time bookers and repeat customers
<b>Increased donations</b>	Taking our relationship with our audience and others onto a new level to secure steady and significant increases in donor support
<b>Enhanced reputation</b>	Through a consistent programme of external messaging, build on our external networks to enhance our industry reputation

### Key responsibilities and skills

<b>Research and data</b>	Use audience and contextual data to plan for and track success, increasing our use of segmentation and targeted communication
<b>Strategy and planning</b>	Lead on developing and implementing an evidence-based and responsive communications strategy
<b>Managing channels</b>	Plan, prioritise and oversee all communication channels – digital, print, media and face to face – in order to best use resources
<b>Coordinating people</b>	Line management (one person at present) but also coordinating others you don't manage, including volunteers

### Person specification

You love a plan. What's more you love a plan that is based on evidence. Not just hard data evidence (although you like that) but also informed by views and opinions of others. Digital communication is probably second nature to you. At the same time you understand the role of, and can use, print and other forms of media when they are the most appropriate route.

You have a marketing background but not necessarily in theatre, although you will need a passion for live entertainment - otherwise you just won't fit into the team. Experience is good but a track record of success is even better (however long or short). Finally you will be comfortable in an environment where income targets matter. Much of our activity depends on sales and donors and you will be happy to play a key role at the sharp end of ensuring these income streams grow.



## The organization

This is an exciting time to join the organization. Over the next year we'll be restarting the successful live programme on our main stage, at the same time as building on the new impetus behind our creative engagement and producing activity. Coming out of the pandemic we are looking to move up a gear in every aspect of our communications activity.

Ayr Gaiety Partnership is the charity and social enterprise that runs The Gaiety Theatre and an increasing range of producing, touring and creative engagement activity. While the theatre itself is almost 120 years old, the organization has been going for just over a decade – taking on the theatre eight years ago. The organization sprang originally from the Ayr based Borderline Theatre Company and individuals in the local community. So touring theatre is in our DNA. And we have always aspired to be much more than just a theatre building with community-based activity very much part of what we do. Key milestones in our development so far highlight our wider goals...

2012	AGP takes on the lease of The Gaiety Theatre Over 100 volunteers recruited to work along a small staff team Mike Courtney's Cinderella reopens the theatre after 4 years of being dark
2013	A rich programme of drama, dance, music & entertainment attracts audiences of over 50,000
2014	Creative Scotland backs AGP's Ayrshire Youth Arts Network, reaching 6,000 young people; AND launch of Scotland's first <i>Learning Theatre</i> with UWS
2015	Programme develops with international stars and local talent, and audiences top 60,000
2016	A seven month period of refurbishment followed by triumphant reopening and AGP takes on ownership of the building
2017	The Gaiety host the National Festival of Youth Theatre for the first time and launches the Ayrshire Rural Touring Network
2018	Financial constraints limit some aspects of programming but audiences reach 65,000 across all venues and AGP leads Pages of the Sea on Ayr Beach
2019	The Gaiety panto produced in house for the first time by AGP and reaching new highs of quality and feedback for an audience of 25,000
2020	Despite the pandemic AGP produces new digital works, involves thousands in participatory activity and supports local community groups
2021	...the story continues

## Application process

Please apply with cv and covering letter, by email to the CEO, Jeremy Wyatt [jeremy.wyatt@ayrgaiety.co.uk](mailto:jeremy.wyatt@ayrgaiety.co.uk) We'll also ask you to complete an equal opportunities form.

Please submit your application by midnight on Friday 23<sup>rd</sup> April.

If you'd like to discuss the post, contact Jeremy by email to fix up a phone call.

