

STORYHOUSE

so
incredible.

**Marketing
Director
Recruitment
Pack**



Antigone, 2021, Mark
McNulty



Storyhouse, 2017, Becci Lane

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Introduction from the CEO

Thank you for considering applying to join Storyhouse as our new Marketing Director. It will be a pivotal role in our future growth - of audiences, ticket sales, reputation and the impact we make as a major charity for people throughout Chester, the wider borough and further afield.

I am very excited by the opportunity to bring in new, specialist marketing expertise to the senior team here. We are established as one of the UK's leading and largest arts centres. As a local anchor institution, also hosting the city's main library, we play a major role in the area's cultural life, driving economic growth, social inclusion and access to the arts for everyone.

We have the opportunity to do much more. Storyhouse is still a young organisation, less than eight years old, and there is still so much potential to realise. As Marketing Director you will be central to driving increased income, particularly from ticket sales, and through creating and implementing a sales and marketing strategy for excellent café-bar and restaurant operation, The Kitchen.

We already enjoy more than 800,000 visits per year, and we are ambitious to grow this number. We are committed to diversifying our audiences to reach wider cohorts, ensuring they are aware and can engage with events and activities relevant to them and their lives, and enjoy access to the best in cultural experiences.

This is your chance as an experienced marketing leader to shape our strategy and take responsibility for driving our income growth and more. You will play a major role in the future of this highly-regarded organisation at a pivotal time for arts and cultural charities across the UK. As a member of the senior leadership team, you will have exposure and influence on all aspects of our operation, strategic planning, finances and governance.





Chester Disability Pride Parade, 2023, Mark McNulty

Our Story

You can find a bit about who we are on our [website](#), discover more about our innovative home and how it came to be in [this case study](#) by Arts Council England, or read about our renowned library in this [blog](#) by the DCMS's library team.

Above all, Storyhouse is a creative community. As a diverse cultural organisation, our home is one of the country's most successful cultural buildings housing a cinema, theatres and a library. Last year we welcomed 800,000+ people through our doors. We are both a community hub and combined arts producer.

Our library attracts international recognition, known for its seamless integration, and boasts the longest opening hours of any UK public library.

In 2023-24, we supported 5,768 young people to connect and create, ran 180 free rhyme-time sessions, created 423 magical performances indoors and outdoors, sold 108,298 theatre tickets and hosted a total of 1,618 cinema screenings.

Visits are roughly split into thirds between event attendances, library users, and wider participation. We enjoyed the support of over 14k volunteer hours and 1,328 different individuals were involved in making and supporting our work.

Grosvenor Park Open Air Theatre, which we founded in 2010, is the UK's largest regional open-air theatre, welcoming over 25,000 people every summer.



This House is Your House

We've become a vital part of the region's cultural landscape and a place of safety and support for our communities - especially for young people, giving them a space where they can reimagine their place in the world.

Over 40 community groups use us as a base for creative activity each month, including LGBTQIA+ and disability groups, refugee integration activities, mental health support sessions, and groups combatting social exclusion by age.

We work extensively with young people and provide a range of different programmes, from youth theatre and our young company, to young leaders, young programmers, and our many schools and education programmes. Throughout our work we collaborate with local partners throughout to ensure we are reaching the people that would usually have the least opportunity to participate.

Across everything we do, we work to give people the power to build their own creative communities through inspiring stories and shared creative experiences: this house is your house.

As we blend theatre, library, restaurant and cinema services, we share inspiring stories and stage creative events which empower people to nurture their creativity and bring together communities. Through our work, we hope to build a more connected, inclusive and creative community network.

The more open we are to the true and rich diversity of our communities, the more vividly we fulfil our purpose. More engagement from more of our communities will make more of Storyhouse.

We are committed to creating a team which is representative of our communities and to bringing together those with a variety of skills and experiences to help shape what we do and how we work.



A Midsummer Night's Dream, 2023, Mark McNulty

Our Strategy...

Storyhouse is about to enter an exciting new phase in our evolution as we look to develop our programmes, based on a new strategic plan, to deliver world class arts and meet community needs.

Our Vision:

Here at Storyhouse, culture is owned by everyone.

Our Mission:

We work every day to be a creative home for our communities.

Our Values:

LISTEN CLOSELY.

True empathy takes effort. So we work hard to understand different points of view.

LOOK AROUND.

Opportunities can be spotted by anyone, anywhere, at anytime. So we always have our eyes, ears and minds wide open.

SPEAK UP.

Not everyone's stories have been told. So we use our voices to amplify those that haven't been heard.

STAND UP.

Debate and discussion make things better for us all. So we don't shy away from a challenge.

REACH OUT.

Diverse perspectives solve the hardest problems and make the best decisions. So we seek them out, and invite them in.



A Midsummer Night's Dream, 2023,
Mark McNulty



Our Resources

Storyhouse is a medium-sized charity with approximately 140 staff and a gross revenue of over £7 million per year. The charity is financially stable, with a number of steady revenue streams, including a 30-year lease and contract for services with the local authority (Cheshire West and Chester) and NPO funding from Arts Council England for 2023 to 2026. Revenue from commercial activities is also essential to the charity's financial stability, and over 57% of its revenue is earned.

Storyhouse runs two wholly owned commercial trading subsidiaries: Storyhouse Production Company Limited - creating and staging Storyhouse Originals theatre productions - and Storyhouse Catering Company Limited - providing a range of catering, retail, cinema, receiving theatre and commercial services.

Despite our financial stability, like all other charities our resources are being eroded by rising costs caused by inflation and higher energy prices, and as a result of the continued cost of living crisis, demand for free-to-access services (such as warm spaces) is increasing.

Our Building

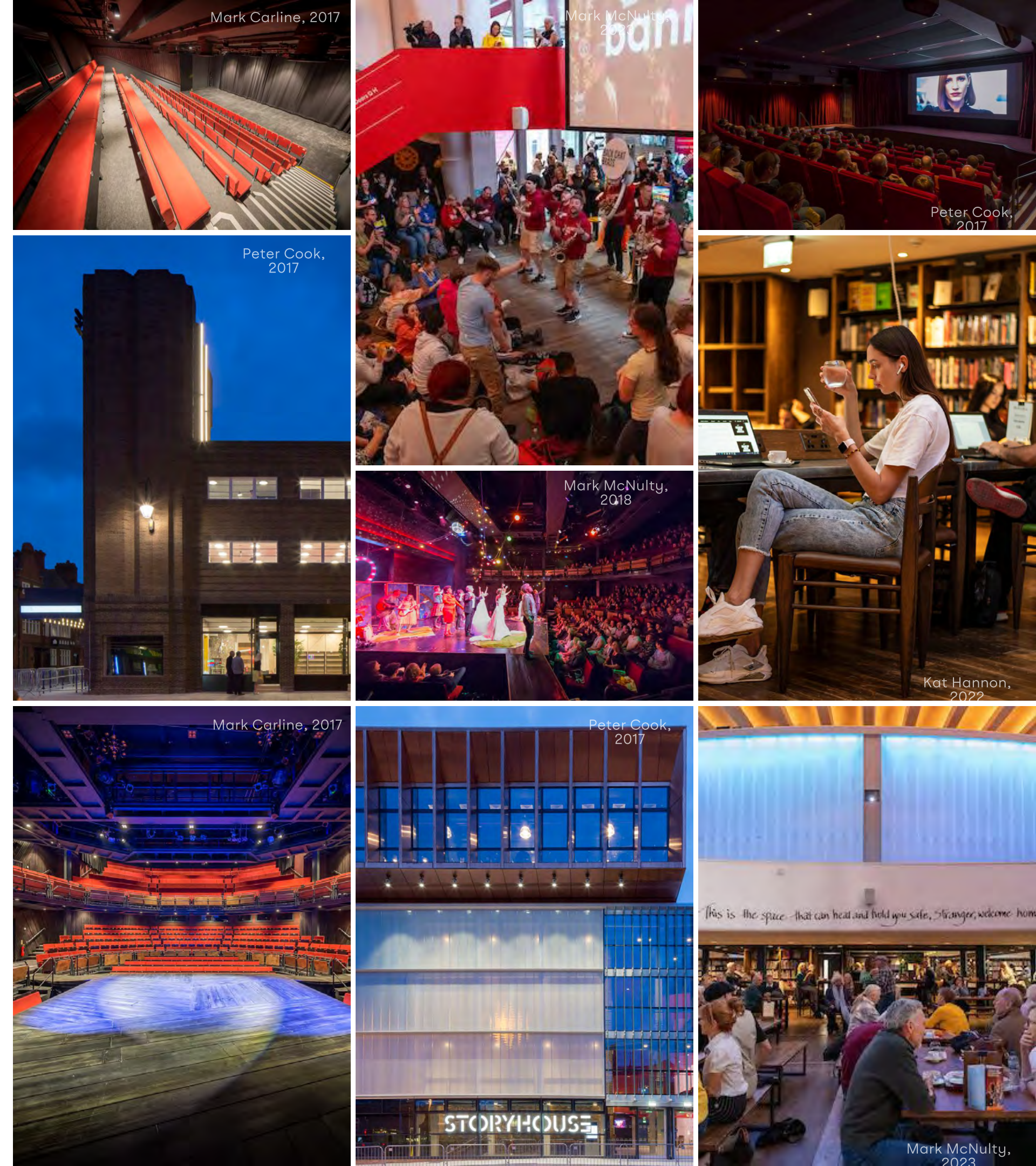
The original parts of Storyhouse were constructed as an art deco Odeon cinema in 1936, and have been restored, extended and renovated into a library, two state of the art theatres, a cinema, restaurant, and two bars.

The larger theatre is an 800-seat proscenium arch stage. With state-of-the-art facilities, its auditorium spreads across three tiers: stalls, circle and gallery. This same theatre converts into a 500-seat thrust stage (with the audience wrapping around three sides of the stage). In this format, the auditorium spreads across two tiers, with intimate seating putting the audience right in amongst the action.

On top of the building sits the Garret Theatre and Bar. This 150-seat black-box theatre is a flexible, fully-equipped performance, rehearsal, or workshop space. It is designed to be full of work made by local creative companies, individuals, and community groups, as well as a space we hire to companies and individuals.

The 100-seat boutique cinema is designed to honour the original Odeon's history as a cinema in 1936. With red velvet, soft, sunken seating, it is a beautiful event space.

The library spreads right through the building, with a dedicated family-friendly area (with wet play, storytelling room, and arts and crafts) in The Den and extensive book-stocks covering the walls throughout Storyhouse offering opportunities for studying, learning, and research.



The Role

The Marketing Director will be responsible for driving sales across the organisation, achieving box office and other income targets, customer acquisition and retention, whilst also leading on wider brand and corporate communications and audience development.

They will lead the Marketing team, working across the live, cinema, festival and creative learning programmes, the summer outdoor season in Grosvenor Park as well as income-generating activities such as membership and our food and beverage operation, The Kitchen café bar and restaurant.

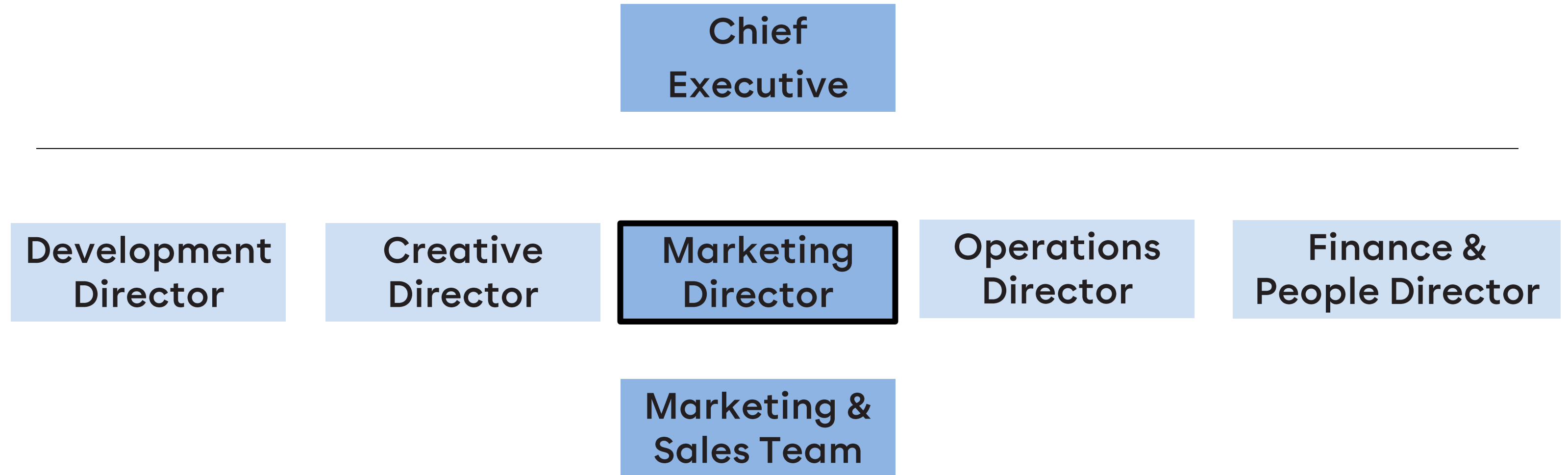
They will champion Storyhouse's commitment to broadening the range of people that access our work, developing and implementing audience development strategies to meet this ambition.

They will be the brand champion for Storyhouse, leading on PR and corporate communications for our work as a charity and anchor institution in the city and wider region, in support of other areas of work such as fundraising and stakeholder management.

As a member of the Senior Leadership Team, the Marketing Director will work closely with the Chief Executive on the development and implementation of Storyhouse's strategy and business plans. They will manage a small team and annual budget of c£300k with significant focus on data-driven digital marketing and creative, low-cost approaches to reaching and engaging new communities.



Senior Leadership structure



Role and Responsibilities

To manage the Marketing team, ensuring high performance at all times and providing support and guidance for their professional development.

To develop and implement multi-channel, targeted, data-driven marketing campaigns to drive customer acquisition and retention for all elements of Storyhouse's work, including the creative programme of performances, events and participatory activities, commercial and membership activity and the Grosvenor Park outdoor summer season.

To lead on the development and implementation of effective digital strategies, including content creation, website, social media, email marketing and other online marketing and promotion, including developing strategies and tactical interventions to grow our organic social media impact, reach and audiences.

To drive sales to achieve high income targets across the organisation, including box office, food and beverage, retail and merchandise and room hire, working with colleagues to agree pricing strategies.

To work with colleagues in The Kitchen to develop and implement a new sales and marketing strategy for our café bar and restaurant, to grow use and revenue, maximising income from existing Storyhouse customers alongside developing a new customer base.

Role and Responsibilities (continued)

To develop and implement audience development strategies to broaden the range of communities engaging with Storyhouse, in line with our strategy, creative programme and agreed objectives.

To build Storyhouse's profile and reputation as a local anchor institution, an arts venue and a charity, building a strong corporate narrative and messaging activity, overseeing press and PR activity and social media content.

To manage and build Storyhouse's brand identity and messaging, including visual identity and tone of voice.

To continue to develop Storyhouse's membership scheme, managing communication with current members (c4,000) to increase frequency of attendance and spend, as well as attracting new members through enhanced offers and more targeted schemes.

To manage the marketing budget, implementing clear evaluation measures to monitor and inform appropriate allocation of resource across the programme, value for money and high ROI, accounting for all spend in line with our financial procedures.

Role and Responsibilities (continued)

To represent Storyhouse externally, initiating, building and maintaining positive relationships with potential and existing partners.

To provide updates and reports on activity for the Chief Executive, Board and other partners as required.

Other:

To act in accordance with Storyhouse's policies and procedures, and undertake any training as required by Storyhouse.

To act as a role model for other staff and contribute to the life of the organisation as a whole.

Any other duties as may be required as part of the Marketing Director's role.

Skills & Experience

A proven track record in marketing and communications at a senior level within the arts, culture, entertainment, tourism or related sector

Experience of creating and implementing marketing strategies to achieve sales targets

Experience of audience development leading to successful engagement of diverse communities

Leadership and management experience, with the ability to develop and motivate a team

Experience of managing budgets, achieving desired outcomes within limited resources

Experience of effective press and PR campaigns

Experience of using data to inform sales and marketing campaigns

Understanding of digital marketing trends, including experience of paid/organic social media marketing

Excellent planning and project management skills, with the ability to prioritise and meet deadlines

Excellent written and verbal communication skills

Successful delivery of campaigns for ticket and/or event sales for varied programme targeting multiple consumer cohorts

Knowledge of the arts and cultural sectors in the UK

Opportunity and Staff Benefits

Title: Marketing Director

Reports to: Chief Executive

Salary: £55,000 per annum

Contract: Permanent, Full time, 40 hours per week

33 days annual leave per year, including bank holidays, increasing annually up to a maximum of 5 extra days (pro rata)

Birthday leave

A defined contribution pension scheme

Employee Assistance Programme

Cycle to Work and Travel to Work schemes

Flexible working requests available from day one, hybrid working available after completion of probationary period.

Discounted gym membership schemes

Complimentary tickets and discounts on food and drink

Company sick pay after qualifying service

Application Process

Applicants are asked to submit a cover letter expressing interest in the role and a CV demonstrating relevant experience to peopleteam@storyhouse.com

Applications must be submitted by **10am on 6th January 2025**. All applications will be reviewed by a panel and shortlisted candidates invited to a short online interview.

First stage interviews: Wed 15 & Thur 16 Jan 2025

A number of candidates will then be invited through to a second stage, involving a tour, informal meetings, a presentation and interview at Storyhouse:

Second stage interviews: Fri 24 Jan 2025

If you have any questions or would like an informal chat about the opportunities this critical role presents, please contact: annabel.turpin@storyhouse.com



Faustus That Damned Woman, 2023,
Mark McNulty



GDPR

Personal Data Notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent.

The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

STORYHOUSE