

# THEATR BRYCHEIN!OG



## HEAD OF AUDIENCES AND MARKETING *Recruitment Pack*



# Welcome from the Chief Executive

Theatr Brycheiniog, nestled in the spectacular landscape of the Bannau Brycheiniog/Brecon Beacons in Mid Wales, is looking for a new Head of Audiences and Marketing.

We are at an important moment in our journey. In recent years, A £2 million capital upgrade has revitalised our venue. We have weathered challenge and emerged with renewed clarity and ambition and now we are ready for our next step.

Like many arts organisations, we operate within a challenging funding landscape. Earned income, commercial growth and audience loyalty are essential to our long-term resilience. We are looking for a positive, motivated leader to join our Senior Leadership Team and help Theatr Brycheiniog grow. This isn't just about selling tickets; it's about leading the way in how we connect with our community, reach more people and tell our story.

You will:

- Grow and diversify audiences
- Increase ticket income and yield
- Strengthen brand clarity and visibility
- Champion data-informed decision-making
- Balance programming, commercial activity and community engagement
- Ensure our theatre is welcoming, inclusive and relevant

You will take the lead on all our marketing, communications and audience development activity. Your mission will be to raise our profile and ensure we are meeting our targets across the board, from ticket sales and commercial income to community engagement and visitor experience. As champion for our brand, you will ensure our presence is inclusive, compelling and consistent, whether someone is attending a show, taking part in an education project, hiring a space, or simply enjoying a coffee in our café.

This role sits at the heart of the audience experience at Theatr Brycheiniog. It carries responsibility and opportunity. You will have direct oversight of our marketing and ticketing team, supporting them to thrive as we work together to make the theatre a vibrant, welcoming space for everyone. As a funded organisation in Wales, we have a responsibility, and an opportunity, to celebrate and nurture Welsh creativity in all its forms. That includes supporting Welsh artists and companies, strengthening our Welsh-language presence, reflecting the diversity of contemporary Wales, and ensuring that our programming and communications speak meaningfully to the communities we serve.

We are a small, dedicated team with big aspirations. That means thinking strategically while remaining hands-on. It means using data intelligently while never losing sight of creativity and connection. And it means recognising that sustainable growth requires both artistic ambition and commercial discipline.

If you are passionate about the arts, ready for a challenge, and motivated by work where you can see the tangible impact of your leadership every day, I would very much welcome your application.

With best wishes,



Chief Executive | Prif Weithredwr



# About Theatr Brycheiniog

Theatr Brycheiniog is one of the leading destinations for theatre and culture in Mid Wales. Our home, opened in 1997, was the first wholly National Lottery funded new build theatre/arts centre in the UK. We host a wide variety of both professional and community-based work in our flexible 470 seat auditorium (or 600 standing) with a large studio space and busy café, bar and meetings areas.

The Theatr sits alongside the start of the historic Monmouthshire and Brecon canal – celebrating its 225th anniversary this year and described as ‘one of our most beautiful and peaceful waterways’ by the Canals and Rivers Trust. We are also at the start of the 55-mile-long Taff Trail which leads around the highest mountain in southern Britain, past some of the earliest sites of the Industrial Revolution to the vibrant waterfront of Cardiff Bay.

We host a wide range of professional touring productions across theatre, music and dance. We are also proud of the work done in the venue to nurture young talent and encourage involvement across all ages. We are home to Brecon Festival Ballet, offering high quality professional dance and providing opportunities to the community for participation, education and performance; the Westenders and Brecon Little Theatre, two community theatre groups that have engaged and entertained the area for generations – and many other community-based groups across the year. We also offer weekly activities to move the mind as well as the body. We host one of the country’s busiest u3a’s (University of the 3rd Age). There’s also a community choir, a concert band and much else, besides.





## Living and Working Here

Theatr Brycheiniog is at the cultural heart of a community with roots stretching back nearly a thousand years. We have a Norman castle, a Medieval cathedral, a Georgian canal (right outside our front door) and a history of theatre making going back to at least 1699.

Look up and you will see the mighty mountains of the Brecon Beacons – the Bannau Brycheiniog as we are proud to call them in Welsh - topped by Pen y Fan, the highest peak in southern Britain. Higher still are our night skies and the breathtaking stargazing opportunities which have made us only the fifth destination in the world to be granted international dark sky reserve status. Take a short stroll and you are on the banks of the River Usk. Walk around town and you will find a rich variety of art galleries, independent businesses and many commercial venues offering live music across the year.

It means that there is plenty of potential for the right person to shape the way ahead for both the Theatr and the wider community. More than four million people visit the Bannau Brycheiniog National Park every year spending an estimated £278 million. They come for our mountains and our waterfalls, our wide-open spaces and for our rich range of arts and cultural offerings.





Photo courtesy of Brecon Story



# Our Values

Theatr Brycheiniog's Values underpin all that we do. We are:

## Creative

We are inspiring, vibrant, artistic, engaging. We are passionate about stimulating and challenging audiences, using imagination and innovation in all that we do.

## Engaging and Inclusive

We engage in as many ways as we can to be as inclusive, accessible and as diverse we can. Using a supportive culture we engage the widest audiences, ensuring equality in our quest for increased diversity and representation.

## Dedicated to Wales

We are proud of our culture, location and language. We lead publicly with the Welsh language first, promoting and amplifying the local, regional and national cultural landscape and making this core to our identity.

## Responsible

We wish to be the very best we can: striving to be as green as possible, seeking climate justice. We consider the future. We have integrity and are trustworthy, ethical and reliable. We deliver a positive experience and reflect that artistically and operationally in all we do to realise our potential.

## Collaborative & Welcoming

We are as friendly, open, welcoming as we are personable and compassionate. We are determined to work hard to value our community and collaboratively partner with all our users, community organisations, artists, creatives and industry partners to achieve our aims. We offer a friendly environment where audiences, visitors, staff and volunteers remain at the heart of everything we do.

## Challenging

We innovate and improve, evolve and grow to maintain quality. We are ambitious and versatile, challenging ourselves to always do better for the communities we serve.



Photo courtesy of Theatr na nÓg

## Equality and Inclusivity

Theatr Brycheiniog is for Everyone. We are open to all and proud to reflect the diversity of Mid Wales across our audiences, performers, staff, trustees and volunteers. We seek new and inclusive ways of encouraging a wider range of people to enjoy and take part in the best that the arts can offer.



# THE ROLE

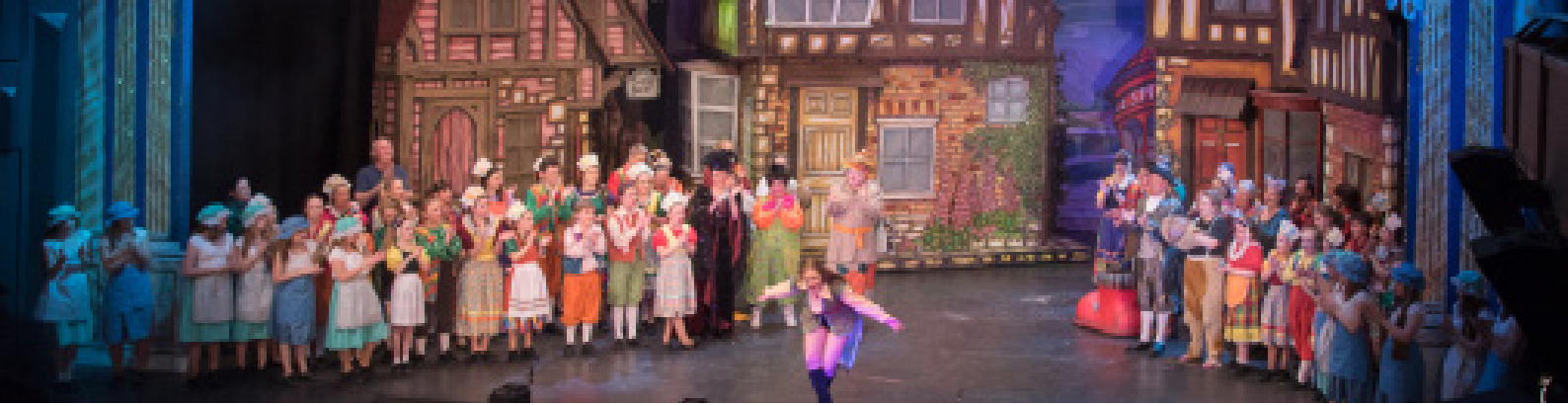
As Head of Audiences and Marketing, you will sit on the Senior Leadership Team (SLT) and work closely with the Chief Executive and SLT to help shape organisational direction. You will lead marketing, communications, audience development and ticketing, ensuring our story is told clearly, consistently and compellingly.

This role balances big-picture strategy with hands-on delivery. We are a small organisation, and collaboration matters. You will need to move comfortably between leadership, analysis, creativity and execution.

## What Success Looks Like in Your First 18 Months

- A clear, data-informed audience development strategy aligned to our mission
- Measurable growth in attendance and yield
- Strengthened media presence and brand coherence
- Increased CRM sophistication and effective use of Ticketsolve
- Clear KPIs and reporting frameworks
- Stronger collaboration between marketing, programming, café and front-of-house
- Growth in venue hire and/or secondary spend
- Progress in audience diversification





# Head of Audiences and Marketing: **WHAT YOU WILL BE DOING**

## **Leading with Vision:**

- Champion a data-informed audience development and communications strategy that brings our mission and values to life.
- Drive audience growth and diversification, ensuring more people visit the theatre and feel at home here.
- Cultivate strong internal relationships and collaboration to ensure marketing is a shared effort, from the café to the stage.
- Develop partnerships with businesses, communities and organisations to maximise the visibility of the organisation and reach new audiences.
- Build strategic partnerships with businesses and communities to amplify our visibility and engage new audiences
- Lead and inspire the marketing and ticketing team, fostering a culture of professional growth and excellence.

## **Campaigns and Storytelling:**

- Plan and run integrated campaigns for everything we do; our brand, shows, memberships, and venue hire.
- Ensure our copywriting, design, and digital content are accessible, inclusive, and engaging.
- Develop a digital-first, approach managing our website, and growing our social media, and email marketing to keep our audience connected.
- Cultivate relationships with local, regional and national press and media to share the stories and build our brand.
- Work with the General Manager, lead on the organisation of press calls, cultivation and other PR events.

# Brand and Creative Content

- Act as brand guardian, ensuring a consistent visual and tonal identity across all materials and spaces.
- Develop storytelling and content strategies that strengthen audience connection and advocacy.
- Ensure all communications reflect the theatre's identity, values, and commitment to accessibility, inclusion, and local relevance.

## Data and Growth:

- Use Ticketsolve and audience data to make informed decisions and understand who our visitors are and who they could be.
- Provide insight and reporting on sales, audience trends, and marketing performance.
- Working closely with the Ticketing team, oversee the development of the CRM/box office system, promoting the fullest use of the system for maximum return on investment.
- Set clear sales and audience KPIs; monitor pricing and yield strategies.
- Ensure GDPR compliance and sound data stewardship across all marketing systems

## Commercial Development:

- Work with the café and front-of-house teams to grow footfall, visibility, and secondary spend.
- Lead the marketing activity for corporate and community venue hire, developing sales materials and packages.
- Support fundraising and partnership communications where required.

## Managing Resources:

- Work with the CEO to set audience and income targets, and manage marketing and communications budgets, staff and other resources ensuring activity delivers measurable return on investment.
- Forecast marketing spend and income targets with the CEO.
- Contribute relevant data and information to funding applications and reports.
- Oversee contracts and relationships with freelancers, agencies, printers, and media suppliers.

# PERSON SPECIFICATION

## About You:

We are a small, dedicated team, so we are looking for a collaborative and strategic leader who is happy to balance high-level planning with the day-to-day delivery of tasks. You will thrive in an environment where no two days are the same and you can see the direct impact of your work.

## Essential Skills & Experience:

- Experience leading marketing and audience development, ideally within the arts, heritage, or live events sectors.
- A proven ability to design and run effective marketing campaigns informed by audience data and insights.
- A strong understanding of branding and a commitment to creating a welcoming, seamless customer journey.
- Excellent communication skills with a talent for storytelling that reaches and represents a diverse range of people.
- A genuine passion for making the arts accessible and inclusive to everyone in our community.
- Proven ability to manage budgets, set targets, and lead a team with a supportive, growth-oriented mindset.

## Desirable:

Don't be discouraged if you don't have these yet. We are happy to support the right candidate in learning these areas:

- Experience using Ticketsolve or similar CRM/ticketing systems.
- Experience in fundraising, memberships, or partnership marketing.
- A connection to, or familiarity with, the arts landscape in Mid-Wales and the surrounding regions.
- Ability to communicate in Welsh, or an understanding of the Welsh Language Standards within a cultural context.

Theatr Brycheiniog is committed to being an equitable employer. We offer a guaranteed interview for disabled applicants who meet the essential criteria for the role.

If you require any reasonable adjustments at any stage of the application or interview process (due to a disability, health condition, or neurodivergence), please contact [jobs@brycheiniog.co.uk](mailto:jobs@brycheiniog.co.uk) All requests will be handled with discretion and will not affect the assessment of your application.

# SUMMARY OF TERMS

<b>Salary:</b>	£34,000
<b>Contract:</b>	Permanent, full time
<b>Contributory pension:</b>	Theatr Brycheiniog operates a stakeholder contribution pension and the role holder will be eligible for enrolment in the scheme.
<b>Annual leave:</b>	Initially 28 days (incl bank holidays), increasing after 2-years' service and thereafter in line with our holidays and leave policies.
<b>Probationary period:</b>	Six months
<b>Notice period:</b>	At least 2 months
<b>Other benefits:</b>	Access to free parking and staff discount in the café. A complementary ticket system is available for staff with the role holder expected to see a wide range of performances and other events as part of their job.
<b>Other policies:</b>	Theatr Brycheiniog is a family friendly employer and will consider job-share and applications for flexible working.
<b>Location:</b>	The job is based in Brecon. The post-holder will be expected to live within commutable distance of the theatre. A certain amount of hybrid working may be considered, as appropriate to the role, but a key part of the job is to be the on-site and visible leader of the team and ambassador for the wider community. A relocation package may be considered.





Photo courtesy of Brecon Story

## HOW TO APPLY

To apply, please send a CV along with a covering letter (maximum four pages) explaining how your skills and experience will allow you to meet the key responsibilities and the person specification for the job. Please send your application via email:

[Jobs@brycheiniog.co.uk](mailto:Jobs@brycheiniog.co.uk)

We will also accept video or audio versions of CVs and covering letters of up to five minutes duration. We are happy to consider other formats – just let us know what would work for you. All applications will be acknowledged.

We are committed to growing a diverse and inclusive organisation and strongly encourage applications from people who are under-represented in our team. To monitor this, we also invite you to download and complete our [Equality and Diversity Monitoring Form](#). The information collected will form a confidential record and only be used to monitor the operation of our Equal Opportunities Policy in line with the provisions of the Data Protection Act 1998 and related legislation.

If you wish to have an initial and confidential conversation about the job, please drop an email to [jobs@brycheiniog.co.uk](mailto:jobs@brycheiniog.co.uk) to get in touch with Sara St George, our Chief Executive.

**The deadline for applications Friday 17th April 2026 at 9am.**

First round interviews will be conducted week commencing Monday 27th April.

Theatr Brycheiniog Cyf is a company registered in England and Wales (Company Number 2446965) and a registered charity (charity number 1005372)