



Job description: General Manager of The Tower Theatre

About the Tower Theatre

The Tower Theatre is one of the country's leading non-professional theatre companies, now operating in its 89th year. The company has taken up a new residence in Stoke Newington and is on an exciting journey to become the cultural hub of the community. We produce around 16 productions each year, host a range of visiting companies, around 700 Friends and Members.

The Tower is looking for an exceptional individual to sit at the heart of the company as the central contact and facilitator for everything that cannot be handled by the volunteers who help manage and run the organisation. As the only paid employee you will have the progression and development of the company at the core of all your work. You will be a multiskilled, multitasker who passionately believes in the value that community and participatory theatre can offer everyone in the vibrant community that we are based in.

Purpose of the role: To enable the company to operate and grow by:

- Administering day to day operations including bookkeeping, ticket sales and membership
- Create and execute the marketing & development strategy for driving growth across productions, membership and hires.
- Lead on engagement to embed the venue as a hub for the local community
- Support and empower volunteers to help deliver the plans
- Managing sub-lets and hirers of the theatre and rehearsal spaces
- Managing the building including cleaning, maintenance and safety

Company Administration

- Maintaining accurate financial records, processing invoices and managing company bank accounts
- Preparing reports for the Company's Board and Management Committee
- Maintaining records of Members and Friends and managing subscription payments
- Providing a telephone box office service and managing the volunteer and online box office

Marketing & Development

- Build an in-depth knowledge of customers and analyse relevant data
- Lead, create and execute marketing and engagement plans, with support from volunteers to:
 - Increase audience attendance to productions
 - Increase hires
 - Drive growth in membership and friends, including a pool of volunteers to help with marketing, stewarding, bar staff and technical staff
 - Nurture meaningful connections within the local community
- Manage online and offline marketing channels (including website)
- Work alongside the management team to identify and develop funding streams including supporting the funding application process, as required



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Hires

- Responding to hire requests and liaising with potential users of the building
- Booking spaces for hirers and creating hire contracts
- Ensuring efficient support to hires (building opening / closing, technical support, equipment, bar operation, box office)

Building Maintenance and Operation

- Reviewing processes and efficient ways of working, driving a continuous improvement approach
- Ensuring the building is presentable and ready for use each day
- Managing cleaning contracts
- Conducting regular checks of safety equipment
- Managing room bookings
- Managing routine maintenance contracts (intruder alarm, lifts, air conditioning, fire extinguishers, fire alarm)
- Managing regular and reactive maintenance

What we are looking for:

Demonstratable experience:

- In managing a theatre or similar venue from end to end
- In creating and executing a marketing and engagement strategy
- Working collaboratively with volunteers to deliver plans
- Managing and working across a variety of stakeholders: Board and management committee of the company, operational committees (marketing, technical, wine committee, etc.), members, sub-lets / hire organisations, press and members of the public

Software skills:

- Bookkeeping experience (QuickBooks)
- Digital marketing tools: (MailChimp, social media, search marketing, display advertising)
- Front and back end of website management and publishing (word press)
- Microsoft: Word, Excel and PowerPoint and Outlook

Personal attributes:

- Excellent communication skills (written and verbal)
- Emotional intelligence
- Excellent project management skills
- Able to manage time and prioritise tasks
- Attention to detail
- Self-starter able to work unsupervised in a productive, creative and consistent way



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Reports to: Chair of the company

Location: Tower Theatre, 16 Northwold Rd, London N16 7HR

Hours: 35 hours per week. Based in the venue 5 days a week. 25 days holiday plus public holidays.

Salary: £32k

This position could work as a job share. We are committed to increasing diversity among our staff, volunteers and audiences to reflect the communities we both serve and wish to reach. We are dedicated to making the application process as accessible as possible so please get in touch with us about any access needs you have.

To apply, please send your CV and Cover Letter to recruitment@towertheatre.org.uk