



MARKETING DIRECTOR VACANCY (Trustee position)

ALTRINCHAM GARRICK THEATRE

Barrington Road, Altrincham

Email applications: garricktrustees@gmail.com

Telephone: 07736 053 200

Closing date: 28th February 2021

“What gives our dreams their daring is that they can be realised”

This was the call to arms for the Garrick Theatre to be built in the 1930s. Now this is the call to arms for the Garrick to evolve and innovate for the next 100 years. Our founding members have left us an extraordinary legacy and we have bold ambitions for our future. We are in touch with our past and ready for our future. Great theatre is just around the corner.

The Garrick Theatre comprises a 400 seat auditorium with flexible use as a theatre, cinema, and concert venue and a 50 seat studio performance space. Alongside these are multiple rehearsal spaces and a cafe bar.

The Garrick Theatre is a registered charity and a company limited by guarantee and overseen by a non-executive Board of Directors. Our annual turnover is approximately £500k and our work is funded through fundraising income, generous individuals and donations, box office income, drama school, and other earned income including bars, and events. To achieve our aims we need to ensure our management and leadership structure and team is strong and capable of delivering against the theatre’s mission and vision.

Following a strategic review of the theatre into all areas, the Garrick Theatre appointed both an Artistic Director and an Operations Director to manage and lead the Theatre day to day working alongside our talented staff and volunteers. We are now seeking to strengthen and expand our non-executive Board with the appointment of two Trustees; in Finance and Marketing, to join the Board and work closely with our existing Board and management team to support the delivery of our legacy ambitions.

ROLE SPECIFICATION

Marketing Director

- Bring your marketing, communications and social media experience to work with the Board and Management Team and support our work in delivering the vision and mission of the Garrick Theatre

- As a Non-Executive Director / Trustee you will be supporting the Charity at a strategic level, using your professional skills to shape and develop our Marketing, Communications and Social Media Strategy
- Guide and advise the artistic and operations team, including our volunteers, on the implementation of the strategy and the development of our internal and external communication
- With the Board and management team, ensure that the charity maintains high levels of governance, scrutiny and compliance with statutory duties, alongside achieving our charitable aims and objectives
- With the Board and management team, ensure the artistic programme reaches the Garrick's community and beyond, contributing to the future of the Garrick and acting as an ambassador for all aspects of our work
- Assist with fundraising and applications, liaising with third parties to include the Charity Commission
- Take an active part as a Non-Executive Director on the Board and contribute to all Board discussions and decision making, preparing for and attending Board meetings and other meetings as appropriate

Person Specification

The successful candidate for this role will have extensive experience in all areas of marketing, communications, and PR, as well as developing strategies and advising at a Board level, ideally with charities and arts organisations. Experience of developing marketing strategies with charities and arts organisations would be a distinct advantage.

In addition to these marketing, PR, and communications skills, you will have a passion and love for the arts and for the work and ambition of the Garrick Theatre across our community.

TERMS & CONDITIONS

Hours: Varies to include attendance at fortnightly Board Meetings

Salary: Non-remunerated

Application Process

We value the benefits of a diversity of life experiences, cultural and social knowledge and are particularly keen to hear from candidates from backgrounds currently under-represented on our board (Black, Asian, and Minority Ethnic and LGBTQ communities, women, younger people and those with disabilities).

CV and statement detailing how you fit the role to be submitted by the closing date.

If shortlisted, selection process will be panel interview and presentation in one session, presentation title to be given at shortlisting confirmation.

Panel will consist of Board Members, Theatre stakeholder(s), External advisor(s)

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All applications will be held in the strictest of confidence.