



Chippenham Town Council Venues Manager

Job Description

Job Title:	Venues Manager
Reporting to:	Deputy Chief Executive
Contract:	Permanent, full time.
Hours:	37 hours per week over 7 days (flexible and within the needs of the events and overall operation of the venues)
Location:	The Neeld and Town Hall
Salary:	£32,486 to £35,444 p.a. Spinal Column Point 37 – 40
Responsible for:	Box Officer & Marketing Coordinator Facilities Supervisor Venues Booking Coordinator Duty Officer Technical/Duty Officer (part-time) Sessional (casual) Venues Assistants.

Job Purpose:

The Neeld Community and Arts Centre was opened in February 2016 by Chippenham Town Council following a £750k major refit through 2015 - in its first year has established itself as a busy receiving house taking on regional and national tours of comedy, theatre and live music. Based in north Wiltshire, it has become a venue at the heart of Chippenham's community, reaching out to engage, entertain and improve the quality of life for the residents of Chippenham and beyond.

The Venues Manager role leads on artistic programming, its promotion and technical delivery. The role also ensures the smooth operational management of the Town Hall site with its busy programme of community, private, corporate and civic events and first point of contact for residents for local services.

Now in its third year, the post holder will build on the achievements of the Neeld and continue to strengthen the venues position in the arts and leisure market, promoting the venue for the town and surrounding areas, developing an attractive destination for residents and visitors alike. This post holder will build on existing relationships, help CTC access new markets and develop the Neeld's audiences while it is still in its informative years.

The role is vital in helping maintain the positive image of Chippenham Town Council, building its reputation with the public, achieving best value and maintaining the highest standards of customer care.

As a service head, the post holder will be a significant budget holder for CTC – working within a local government framework, the post holder is responsible for the venues business strategy and will deliver a balance of bookings and a varied and engaging programme, on time and within budget. While focusing primarily on the Neeld the post will also work closely with other heads of service in outdoor services, sport and leisure and heritage to maximise collaborative working across the CTC estate to maximise their profile, community benefit and income generation.

The post holder ensures the smooth operational management of the town hall site delivering the highest standards in customer service for users, staff and members. The post holder will be familiar with building management systems and well as a good working knowledge of statutory requirements in relation to health and safety and the licensing compliance of a busy public building with a high footfall.

Key Accountabilities

- Co-ordinate and promote a vibrant, popular and ambitious programme that will appeal to a wide range of audiences – including entertainment, educational, sporting, social activities to ensure maximum use by the widest range of people.
- Develop diverse and sustainable income streams.
- Working with the Marketing and Communications Officer, effectively and imaginatively promote the Neeld and its activities to ensure maximum use by the widest range of people.
- Position the Town Council's venues as the places of choice for community events, private functions, weddings, conferences, markets.
- Contribute to raising Chippenham's reputation as a cultural and social hub in the region, ensuring the Neeld is a major contributor to this.
- Ensure the smooth operational management of the Neeld and Town Hall to deliver the highest quality customer care to the public, staff and members.
- Ensure that the Neeld and Town Hall are compliant with statutory licencing and health and safety regulations necessary as a public facing facility with high footfall throughout the civic year.

Main duties and responsibilities:

Programming and Production delivery

- To produce and be accountable for a vibrant, diverse and ambitious programme delivered on time and within budget.
- To ensure that potential programming ideas are assessed in terms of their practical, technical and financial feasibility and, once approved, are correctly contracted.
- On production delivery, use freelance technicians as necessary to ensure a smooth and professional show day within the agreed contracts and recharges.

- To develop good working relationships with promoters, agents, artists, arts groups and organisations, partners, stakeholders, funders and sponsors
- Balance the programme with other uses of the facility, e.g. commercial hires.

Community and Development

- Engage participation of the widest range of partners in the locality including schools, other arts organisations, amateur companies, community groups etc. to maximise the benefits of partnerships and collaborative working
- Respond to community needs and seek opportunities to develop the Neeld's role locally.
- Maintain and work in partnership with local venues and theatres to avoid diary conflicts where possible and maintain positive working relationships to the benefit of all.

Promotion

- Working with the Marketing & Communications Officer, use a full range of marketing and communication platforms to promote and establish a programme suitable to the local audiences across a range of activities and events, maximising potential income
- In conjunction with the Deputy Chief Executive and Marketing & Communications Officer develop, present, and implement the venues audience development and marketing action plan as part of the venues overall business plan.

Box Office and Marketing

- Line management of the Marketing & Box Office Coordinator to manage and continually develop, the box office and ticketing system, including on-line booking facilities.
- To ensure all sales and associated reporting are delivered accurately and efficiently to promoters and service users.
- Liaise with the Marketing & Box Office Coordinator and Head of Finance to ensure matured shows are settled efficiently in liaison with the agent and that monies are reconciled against CTC accounts.

Finance

- Prudently and strategically lead on the management of the venues budget to ensure future sustainability and the maintenance of proper fiscal controls.
- To be responsible for delivering on agreed financial targets, reporting on a monthly basis.
- Develop the revenue stream strategy for the Neeld, building an entrepreneurial and diversified approach to income generation to ensure future sustainability.
- To contribute to the CTC annual budget setting process.
- Through responsible programming, ensuring the Neeld achieves best value on shows and does not expose CTC to unnecessary commercial and reputational risks.

- Through use of forecast models, regularly monitor the performance of the professional programme budget for monthly reporting processes.

Staff and HR

- Manage and motivate a collaborative and inclusive staff ethic - communicating openly, engage staff in work planning and decision making.
- Ensure high levels of engagement from staff, an understanding of the aims of CTC and understanding of how their individual performance contributes to improved services and reputation of CTC.
- Develop the structure and skills within the team to future proof the Neeld as a valuable community asset.

Future Plans

- To contribute to plans for the development of the Neeld's site and facilities.

Other

- Duty management of events as required
- Work with senior management and councillors including preparation of reports for council meetings and attendance at management, section heads, committee and local working group meetings including some evening meetings.
- Observe and promote CTC's policies and procedures.
- To represent the Neeld and Chippenham Town Council at conferences, meetings etc. as required
- Undertake any other tasks/duties that may be required as necessary.

PERSON SPECIFICATION

Venues Manager

Essential

Personal skills

- Confident and resilient arts or venues senior manager who is used to working in a fast paced environment.
- Excellent planning and delivery skills to deadline and within budget.
- Proactive, hands on and positive attitude with strong motivational skills.
- Strong commercial business acumen and negotiating skills.
- Excellent written and verbal communication and presentation skills
- Excellent interpersonal skills and the ability to work collaboratively with colleagues at all levels internally and externally.

Experience

- Strong background in operations management in a public facing multi-use site with a high footfall.
- Experience of operation management and working knowledge of statutory licencing and fire regulations.
- A proven track record of delivering a sustainable arts and entertainment programme in small to medium sized regional venue. Areas include:
 - thorough knowledge of the creative process and needs of creative teams
 - diary planning within a complex organisation
 - budget forecasts, managing show budgets and income targets
 - schedules, get-ins, relationships with press, marketing, front of house and technical teams
- Experience and understanding of partnership and collaborative working, ideally with both commercial and voluntary sector partners
- Excellent working knowledge of IT and box office systems.
- Time management with flexible approach to working.
- Ability to attend events/performances and meetings in the evenings and weekends at The Neeld and at other venues, as required.

Desirable

- Working knowledge of reporting processes and key accountabilities of a publicly funded organisation.
- First aid qualified.
- Personal licence holder.
- Good working knowledge of social media and associated digital platforms.
- Track record of developing new and diverse audiences.
- Knowledge of technical theatre management in lighting, sound and stage.

Evening and weekend, bank holiday work is an essential aspect of the post.
A time off in lieu system operates at the Town Council