

SOUTHBANK CENTRE

Director of Audiences

Candidate Information



March 2021

Director of Audiences

Southbank Centre is nothing without its audiences. We welcome millions of people to our site each year and millions more know about us. From the first contact our visitors have with us, right through to their participation in one of our events and beyond, we want to make sure at every moment, our customer experience is a positive one.

The Director of Audiences is responsible for that customer journey, end to end. They set the strategy to unite the many public touchpoints of our large, busy and complex organisation under one vision - so that how we present ourselves, how we talk about ourselves and how we engage with audiences, stakeholders and the media, tells the same story and is aligned with our brand and values.

The Southbank Centre has an important story to tell and many different people to tell it to. Our brand is unique. But pulling the threads of this complex and vibrant organisation together in order to create powerful, punchy and compelling narratives can be challenging. It involves working with a great diversity of stakeholders. The Director of Audiences will make sure we are consistent, positive and authentic in our communications, both strategically and when we need to react with pace.

For the many millions of people who come to our site each year, we offer the warmest of welcomes and many in the Audiences division are on the front line, shaping and delivering the perfect visitor experience. We believe we have a more diverse programme than anyone else in the UK, with thousands of events each year. In such a fast moving environment, the Director of Audiences will build and lead a team who are constantly on top form, who are focused on ensuring that we achieve our sales and audience development targets, and who are also focused on building deeper relationships with those who come - and attracting those who don't.



The past year has more than ever demonstrated that our future is virtual as well as physical. We want much of the art we create to be available to audiences around the world. Our ambition is to do much more online than we have in the past and this role, working with colleagues in programming and from across the organisation, will be a key member of a digital transformation team. Ensuring that our profile and impact continues to grow across multiple digital platforms and that we have the in-house experience and expertise necessary to remain agile and highly inventive online will be an essential element of our future.

The past year has also been one of the most challenging in our history. Now though, we can at last start to look to the future. We have started a programme of change and transformation and we are starting to rebuild - learning from the past and taking the opportunity we have to put in place the foundations for a new team. As a member of the Executive team, the Director of Audiences will play a vital role in shaping the future of this much loved organisation and will have the energy, creativity, vision and drive to help make things happen.

The potential at the Southbank Centre is huge. We are the UK's largest arts centre. We have outdoor spaces, iconic venues and a very talented community of staff and artists. We have the support of a fully committed and brilliantly engaged Board of Governors behind us. We are ready. We want to cement our place as the country's most talked-about arts centre and this role will help ensure that we shape and lead that conversation.

If you bring the skills, experience and passion we are looking for, we very much look forward to hearing from you.

Elaine Bedell, Chief Executive



Job Description

Reports to

Elaine Bedell, Chief Executive

Responsible for

Head of Marketing
Head of Media and Public Relations
Head of External Affairs and Policy
Head of Digital Engagement
Head of Visitor Experience and Ticketing
Head of Design and Brand

Southbank Centre

The Southbank Centre is the UK's largest arts centre and one of the UK's top visitor attractions, occupying an 11 acre site that sits in the midst of London's most vibrant cultural quarter on the South Bank of the Thames. We exist to present great cultural experiences that bring people together and we achieve this by providing the space for artists to create and present their best work and by creating a place where as many people as possible can come together to experience bold, unusual and eye-opening work. We want to take people out of the everyday, every day.

The site has an extraordinary creative and architectural history stretching back to the 1951 Festival of Britain. The Southbank Centre is made up of the Royal Festival Hall, Queen Elizabeth Hall, Purcell Room and Hayward Gallery as well as being home to the National

Poetry Library and the Arts Council Collection. It is also home to four Resident Orchestras (London Philharmonic Orchestra, Philharmonia Orchestra, London Sinfonietta and Orchestra of the Age of Enlightenment) and four Associate Orchestras (Aurora Orchestra, BBC Concert Orchestra, Chineke! Orchestra and National Youth Orchestra of Great Britain).

We present work for everyone and we welcome applications from everyone.

By attracting people to work for us from a broad range of backgrounds with diverse attitudes, opinions and beliefs, we can continue to look at the world with fresh eyes and find new ways of doing things.

Our values

Champion Greatness

We seek out great artists and give them the space to present their best work

Take the lead

We make sure we're at the forefront of the arts – provoking and inspiring, not just following it

Open up the arts

Not everyone will love everything, but we make sure there's something here for everyone

Have fun

We're serious about the arts – but not stuffy. Culture here can be playful, provocative, exciting and entertaining. It is a joy not a duty



The Cinematic Orchestra at the Royal Festival Hall as part of *Inside Out* © Dan Medhurst

The role of Director of Audiences

Reporting to the Chief Executive, Elaine Bedell, the Director of Audiences is part of the Southbank Centre's Executive Team.

The Director of Audiences leads the marketing, press and media relations, external affairs, digital engagement, brand and design, visitor experience and ticketing teams and ensures that we present ourselves to the world in a coherent, consistent and impactful way.

The purpose of the role is to:

- Work closely with the CEO, Artistic Director and members of the Executive in developing and implementing an audiences strategy, with clear goals to include new, diverse and more representative communities.
- Develop an overarching communications and marketing strategy consistent with our mission, goals, artistic and corporate ambitions and which align to enhance the Southbank Centre's reputation, extend our reach and further develop our revenues.
- Lead the development of our digital communications strategy and drive the continued growth of our digital profile and impact, by ensuring that rich and engaging digital content is created and used to maximum effect across all platforms.
- Take a lead role in driving digital transformation for the organisation, especially in the areas of promotional content creation and the management of our social channels and platforms and enhancing visitor experience through the use of technology.
- Develop an effective communications plan designed to proactively and clearly engage with audiences, the media and key influencers as well as with our key artistic and promoting partners
- Work with the CEO to deliver an effective corporate affairs strategy that enables excellent relationships with politicians and key opinion formers.



The role of Director of Audiences (continued)

- Lead a creative marketing team in developing marketing strategies - including the latest social media initiatives - to achieve ambitious sales and visitor attendance targets for our many hundreds of own promoted events each year, as well as holistic marketing activity to support the work of those who promote events in our venues
- Ensure an effective crisis communications plan is in place and proactively prepare for potential issues that might arise
- Act as the brand guardian and champion and ensure that we present a consistent and coherent brand proposition across all of our public facing activities and touchpoints.
- Improve the experience of our audiences and visitors on site and online
- Build greater customer loyalty via an effective CRM strategy informed by the use of data, research and customer insight, ensuring that our customer analytics provide the information we need to maximise sales.
- Be responsible for the development, delivery and effective management of Communications and Marketing budgets including the setting of income and attendance targets
- Ensure that our design of marketing and communication material is consistently high quality, aligned to the brand and inspires our audiences.
- Partner with Human Resources to drive an engaging internal communications strategy for the organisation.
- Provide leadership to a large team across a number of disciplines, ensuring that future recruitment supports the Southbank Centre's stated commitment to develop a more Equal, Diverse and Inclusive workforce. Promote their engagement with wider organisational aims, values and vision and create opportunities for staff to learn and flourish.
- Work closely with other senior managers to implement the Southbank Centre Business Plan and to improve the management and performance of the organisation as a whole.
- As a member of the Executive team, play a key role in formulating the overall strategy for extending reach and growing revenues across all Southbank Centre activity.

Person Specification

Essential skills and experience required

- Inspired by and empathetic to Southbank Centre's culture, vision and objectives.
- Demonstrable experience of creating and implementing a successful marketing, comms and engagement strategy for a world class organisation which has increased revenues and reach.
- An experienced brand strategist, able to tell a complex organisational story.
- A strong understanding of the digital space and the opportunities it creates, with considerable multimedia experience and evidence of delivering effective and compelling digital content.
- Able to navigate the dynamic between commercial and artistic success with integrity.
- Able to deliver change in a complex organisation.
- Financially literate and at home with data and analytics.
- Adept at working with a large group of people with competing needs and requirements - managing priorities and ensuring strategic aims are upheld
- Advanced presentation, negotiating and interpersonal skills.
- Strong written and editorial skills.
- A skilled leader with a passion for developing high performing highly engaged teams.
- The ability to take a big picture view and contribute to an executive team outside of own specialism.
- A clear understanding of and commitment to the role that equality, diversity and inclusion play in the future of the Southbank Centre as a whole.

Desirable Skills

- A background in the arts and entertainment, cultural or visitor attraction sectors – ideally within an organisation of scale.
- A passion for and detailed understanding of at least one of the main artforms presented at the Southbank Centre.



Claire Cunningham performing at Unlimited Festival
© Rachel Cherry

How to Apply

We hope you will consider making an application. For further information on salary and benefits, or if you have any further questions about the role having read through the candidate brief, please contact Katy Giddens at Katy.Giddens@starfishsearch.com or Mark Crowley at Mark.Crowley@starfishsearch.com.

To make an application, please go to <https://starfishsearch.com/jobs/director-of-audiences/> and click on the apply now button, with the following prepared:

1. Your CV (no more than three sides)
2. A supporting statement that sets out why you think this role is the right move for you and how you meet the Knowledge and Experience criteria (no more than 2 sides)

Employment details

Salary will be commensurate with the experience of the successful candidate. This is a full time position and there will be an expectation for some evening and weekend attendance at events and functions.

Timetable

Closing date:
Friday 16th April



Michelle Obama in conversation with Chimamanda Ngozi Adichie © Southbank Centre/Mark Allan