

**LEEDS
PLAY
HOUSE**



Photography by **Anthony Robling**

WE'RE RECRUITING

**Head of Business Development
Recruitment Information Pack**

If you require a different format of this Recruitment Pack, please contact the HR & Learning team on 0113 213 7232 or recruitment@leedsplayhouse.org.uk



Photography by Anthony Robling

Who are we?

At Leeds Playhouse we are a creative hub for the city and beyond, a place where people and communities come together to tell and share stories; to experience world class theatre that is pioneering and relevant and to develop strong relationships.

Creative community engagement and artistic development are every bit as important to us as our internationally acclaimed work on stage, and people are at the heart of everything we do.

Our packed and varied theatre programme sees audiences of over 200,000 people per year across our three theatre spaces, on tour and online. Alongside this our sector-leading Playhouse Connect team works with around 12,000 people aged 0 – 95 every year, using theatre to open up possibilities, and our Artistic Development programme Furnace nurtures and supports hundreds of locally rooted artists across all career stages.



Photography by **Nick Singleton**

Committed to making theatre available to everyone, the Playhouse is a pioneer of accessibility, being the first theatre in the country to initiate Relaxed and Dementia Friendly performances and become a Theatre of Sanctuary for refugees and people seeking asylum. A key aim of our award-winning £16m redevelopment of our building was to make our theatre much more accessible.

And whilst we're incredibly serious about what we do, we provide a relatively informal, plus warm and friendly environment.



“The Playhouse’s connection with Leeds, a city so rich in creativity and diversity, is inspiring. Its ethos of inclusivity and community means it is home to such incredible and vibrant storytelling. It’s a collaborative and innovative space and community to be part of.”

Rozina Breen, Chair of the Leeds Playhouse Board and Editor-in-Chief & CEO of The Bureau of Investigative Journalism

This short film will help you understand what we’re all about:
youtu.be/AT98G3fWhvQ

Or check out our Twitter account @LeedsPlayhouse and mission and vision at
leedsplayhouse.org.uk/about-us/who-we-are/



Photography by David Lindsay

Who we're looking for

We embrace diversity in all its forms and we positively encourage deaf and disabled people, African Diaspora people, South East and South Asian people, or people from other ethnically diverse backgrounds, to apply. Together we're working on a Plan for Change to ensure our Playhouse is an anti-racist organisation that is welcoming to everyone.

We have a champions and allies support system for all protected characteristics so no one should feel marginalised or unable to raise their views, in particular, ensuring that no potential or actual employee receives more or less favourable treatment on the grounds of race, colour, ethnic or national origins, marital or civil partner status, sex, sexual orientation, gender reassignment, age, religious beliefs, care experience or socioeconomic situation. We will make adjustments as necessary to ensure disabled people have equal opportunity and access.

We guarantee to interview any candidate with a disability who has the skills, experience and values for the role they're applying for.

Applying for this post

To apply for this post please complete the online application form and diversity monitoring form which can be found on the job opportunities page, under the job role you are applying for. Data from your diversity monitoring form will not be shared with the recruitment panel.

If you would like to request any adjustments to enable you to apply for this post or to fully participate in an interview, please contact recruitment@leedsplayhouse.org.uk.

Guidance:

Please read the job description carefully before starting your application to ensure that you meet all of the essential criteria and are able to provide evidence in your application to support these areas. Only relevant information will be considered when shortlisting candidates.

Your application will be retained securely for 3 months before being destroyed if you are unsuccessful, and for up to 12 months if you are successful.

Access

We are members of the **Disability Confident** scheme. Subject to practicalities in the event of a large number of applications, we will interview all candidates who identify as disabled and who demonstrate that they meet all the essential criteria that they are given an opportunity to evidence on the application form.

Please clearly state on your application if you are disabled, and if you need any adjustments to participate in the recruitment process. Remember that the panel will not see information on your Inclusion and diversity monitoring form. You are not asked to provide the panel with details of any disability at this stage of recruitment - just what we may need to change to help you fully participate in the application process.

Role Summary

The Head of Business Development is a new, senior post and will report directly to the **Executive Director**. The creation of this post recognises the increased importance of maximising the profitability of the theatre's various commercial operations, predominantly our bars, restaurant, conferencing / hires, merchandise, programmes and ice creams, which provide secondary income alongside ticket sales.

The ideal candidate will demonstrate entrepreneurial flair, sound commercial management experience and instinctive understanding of running a customer centred business, and a commitment to creating the best experience for customers and participants and the general public who interact with the Playhouse and our work. The Head of Business Development will be outgoing and confident; relish developing relationships with new stakeholders; interacting with the public; thrive on being busy and work well under pressure.

The successful candidate will line manage the Food and Beverage Manager, and Conference and Events Sales Manager and through them the staff who work in these teams.

These teams, the services they provide and the profit they generate make up Leeds Playhouse Enterprises Ltd. This commercial trading company is a company limited by guarantee and has a small Board of Directors, some of whom are shared with the main Playhouse Board. Leeds Playhouse Enterprises Ltd covenants its profits, on an annual basis, to the charity Leeds Theatre Trust Ltd.

Main duties and responsibilities

The role main duties and responsibilities of the role are:

Commercial Development:

- To develop and deliver a forward looking business plan and strategies for the Trading Company of Leeds Playhouse, in collaboration with the Executive Director and Finance Director including: café, bar, restaurant, conferences and events, merchandise, programmes and ice creams.
- Maximise income generation and profitability of the café, bars, restaurant, merchandise, programmes/ice creams, conferences and events, working with the Executive Director and Finance Director to set sales targets for the trading departments.
- Develop a range of Key Performance Indicators (KPIs) for the Trading areas. Monitor, review and evaluate financial targets closely with relevant managers.
- Bring forward innovative ideas for developing new areas of income generation, demonstrating awareness of good practice outside the Playhouse and within other leisure and cultural businesses. To thoroughly scope and test additions to the trading portfolio to ensure their deliverability.
- Work with the Restaurant and Bar Manager, Conferences and Hires Manager, Front of House team managers, Finance department to ensure clear financial systems, stock controls and cash handling procedures are established and adhered to.
- Work with the Marketing and Communications team to strategically promote the restaurant, bar and conferences / hires offer in order to maximise financial return in these areas.
- To lead on generating new conferencing/events business, overseeing and leading on the delivery of large scale hires in collaboration with the Conferences and Events Sales Manager.

Departmental Responsibilities:

- Attend Head of Department meetings contributing to the strategic direction, planning and overall management of the Theatre.
- Prepare and present reports as directed by the Executive Director and to present to the Board of Directors (Leeds Playhouse Enterprises & Leeds Theatre Trust) on occasion.
- Manage all relevant departmental budgets, contributing to target setting, taking responsibility for the financial performance of all trading departments and working with the Finance team to create appropriate sales reports and analysis.

- Represent Leeds Playhouse Enterprises Ltd and all public facing departments, coordinating and communicating with the Producing and Production teams, the Audiences Directorate including Marketing, Communications, Front of House and Box Office, Playhouse Connect, Finance and Administration areas of the Theatre.
- Liaise with the Theatre Manager, Building and Operations Manager and Producing team and contribute to successful coordination and scheduling of all events within Front of House areas of the Theatre.
- With the relevant lead departmental manager oversee all recruitment, induction and performance reviews for the customer facing staff.
- Communicate, implement and support the maintenance of relevant policies and procedures, liaising with other departmental managers as necessary.
- Manage all staff within the enterprise trading areas of the theatre ensuring all Leeds Playhouse policies and procedures are adhered to including People Policies, Safeguarding, Health & Safety etc.
- Lead and chair regular departmental meetings.
- Undertake other duties as directed by the Executive Director and Chief Executive.

Any other duties

The duties and responsibilities set out are not exclusive or exhaustive. The post-holder may be required to undertake other reasonably determined duties and responsibilities within the organisation which are appropriate with the level of the role without changing the general character of the post.

Key relationships

The role of **Head of Business Development** leads our commercial department.

You will be managed by the Executive Director, and attend the Finance and Enterprises subcommittee meeting at Board Level, reporting on their areas of responsibility.

You will be responsible for managing the Conferencing and Events Sales Manager and the Food and Beverage Manager.

The structure may change from time to time based on business need, but reflects the broad areas of responsibility and is indicative of the number of direct reports.

Key internal relationships:

- Members of the Senior Management team
- Theatre Manager
- Other Heads of Departments
- Staff groups, for example, the Green Steering Group
- Human Resources & Learning

Key external relationships:

- Providers, suppliers
- Users of the Theatre and the public

Person specification

Essentials:

- Proven commercial management experience within an events and (or) bars and catering business environment.
- Demonstrates entrepreneurial flair with a track record of building commercially lucrative partnerships, bringing new ideas to market and/or increasing profitability of a business.
- Excellent numeracy skills and a clear ability to analyse financial statements using ratios and percentages to assess performance, cost control and financial management.
- Excellent IT skills including experience of Accounting and Point of Sales software, Microsoft Office and in particular an excellent working knowledge of Excel.
- Substantial management experience within a multifaceted organisation.
- Demonstrable commitment to, and experience of, creating excellent customer/visitor experiences.
- Enthusiasm for the arts.
- Excellent people management skills – with a proven ability to inspire, motivate and lead a large team of staff, including a part-time casual workforce.
- Track record of successfully collaborating and cooperating with a range of people and departments on a range of strategic and operational issues.
- Excellent written and verbal communication.
- Demonstrable commitment to equality and diversity.
- Prepared to work irregular hours, including some evenings and weekends.

Desirable:

- Previous experience within a theatre or cultural organisation.
- Experience of managing Health and Safety.
- Previous experience in developing and implementing Green policies or initiatives.

Terms & Conditions

Period of work

This is a permanent contract, subject to successful completion of a probationary period.

Pay

The salary in the range of £36-40k per year.

Hours

Full time, based on 35 hours per week, including evening and weekends on a regular basis.

Holidays

20 days per annum plus public holidays, rising with length of service

Probation period

The probation period will be 4 weeks

Notice period

The notice period will be 8 weeks.

Location of work

Your main place of work will be Leeds Playhouse. You may be required to work permanently or temporarily at other locations in the Leeds City Region. You may be asked to work temporarily in other locations in the UK.

As part of our commitment to flexible working, we may permit or require you to work from home (or from outside our buildings) on occasion.

Offers

Any job offer we make is subject to:

- Receipt of 2 satisfactory references
- Proof of eligibility to work in the UK
- Completion of a satisfactory enhanced Disclosure and Barring Service (DBS) check

Other benefits

- Contributory staff pension

Non-contractual benefits

- Free-to-use employee assistance service
- Staff ticket discount
- Staff discount in Playhouse food and drink outlets

Key statements

Equal opportunities:

Leeds Playhouse is committed to promoting equality and opportunity in its employment practices. In particular, the company aims to ensure that no potential or actual employee receives more or less favourable treatment on the grounds of race, colour, ethnic or national origins, marital or civil partner status, sex, sexual orientation, gender reassignment, age, or religious beliefs. Disabled candidates will not be treated less favourably on the grounds of their disability.

Safeguarding:

The Playhouse is committed to safeguarding, and operates an environment where all staff are expected to report any concerns about vulnerable people, or about the behaviour or practice of colleagues and other people they come into contact with.

Find more

Please contact **Olivia Little**, Executive Administrator by email olivia.little@leedsplayhouse.org.uk for an informal conversation about the role.