



The ADC Theatre is a department of the University of Cambridge. The Theatre's aim is to provide a well-equipped and safe environment in which all building users can enjoy, learn about and become involved in different aspects of theatre. The Theatre is primarily student focused, with the majority of its activity centred around the University Terms. The Theatre is run by a small management team, overseen by the Executive Committee. The ADC Theatre also manages the Corpus Playroom and runs a large scale external ticketing service.

**Job Title:** **Theatre Manager**

**Responsible To:** **ADC Theatre Executive Committee**

**Main Purpose:**

To maintain and build on the success of the ADC Theatre as a space that provides opportunities to enjoy and learn about all aspects of theatre. The Theatre Manager provides leadership and is integral in creating a positive and supportive atmosphere. As well as holding overall responsibility for day-to-day operations, the Theatre Manager manages and coordinates the ADC Theatre's marketing strategy.

In line with the ADC Theatre's aims, this role provides an opportunity for the holder to gain experience in the management of a venue, and to learn about all aspects of theatre operation.

**Key Responsibilities:**

**Theatre Administration**

- Works with the Management Team to support the day-to-day operation of the ADC Theatre and Corpus Playroom, including the Bar, Box Office, sundries sales, equipment hire business, and general administration;
- Provides assistance to all productions hiring the Theatre, this will sometimes include assisting companies on stage during get-ins and get-outs;
- Ensures that safe working practices are followed throughout the Theatre with reference to the Theatre's Health and Safety policy;
- Maintains high standards of tidiness throughout the Theatre;
- Carries out other tasks as required, in line with the overall purpose of the post and the nature of the Theatre.

**Duty Management**

- Acts as Duty Manager one or two evenings a week;
  - Responsible for the Theatre for the evening including audience management, bar, box office, and customer service;
  - Once a month (on average) overseeing the get-out and end-of-run party;
  - Holding overall responsibility for back stage operations and fire safety.

## **Programming**

- Programmes three seasons of shows a year at the ADC Theatre and Corpus Playroom;
  - Receiving applications from students and non-student groups;
  - Selecting a varied, high-quality and marketable programme that provides a range of opportunities for involvement;
  - Working with other permanent staff, the Cambridge University Amateur Dramatic Club (CUADC), the Fletcher Players and other resident companies as appropriate, to evaluate applications;
  - Seeking non-student and touring productions for runs outside University Term;
  - Proposing each season to the Executive Committee for approval.

## **Marketing**

- Manages the Theatre's marketing strategy;
  - Producing season publicity, for example the Season Brochure;
  - Advising on and supporting incoming production's marketing strategies;
  - Responsible for the Theatre's relationship with the Press, including press releases, issuing comps, advising productions on press material, and archiving coverage;
  - Holding overall responsibility for the Theatre's websites and social media presence;
  - Managing the Theatre's e-marketing;
- Audience Data Analysis;
  - Carrying out, and analysing the results of Audience Surveys;
  - Running and analysing Box Office reports;
  - Informing Theatre strategy and programming.

## **Financial Oversight**

- Sets the annual budget with the Executive Committee;
- Responsible for preservation and growth of the Theatre's income streams;
- As Head of Department, ensures that:
  - Funds are properly allocated;
  - Sound financial controls are in place and accounts are correctly maintained;
  - Funds available for spending are not exceeded;
  - University of Cambridge Financial Regulations are observed.

## **Strategic Planning & Executive Committee**

- Acts as Secretary of the Executive Committee;
- Responsibility, with the Executive Committee, for setting the strategic direction of the Theatre;
  - Engaging in the University's annual planning round;
  - Deciding and forecasting substantial capital expenditure;
- Proposes and implements projects to improve the Theatre's operation and facilities;
  - Presenting ideas and plans to the Executive Committee and other stakeholders.

## **Staffing**

- Inspires and motivates the ADC Theatre's Management Team and staff through dynamic, innovative and hands-on leadership;
- Responsible for all staff employed by the ADC Theatre;
  - Leading the recruitment of all permanent (both full- and part-time staff);
  - Addressing any disciplinary or performance issues;
  - Maintaining the 'user-led' atmosphere of the ADC Theatre;
  - Ensuring timely appointment, contracting and payment;
- Line manages the Operations Manager, Production Manager, Technical Manager, Office Administrator and Box Office Administrator;
  - Balancing workloads and responsibilities;
  - Carrying out appraisals, and arranging Personal and Professional Development;
  - Leading inductions, and arranging necessary training.

## **External Relations**

- Engages, and maintains good relationships, with all visiting companies;
- Acts as an ambassador of the ADC Theatre and of student drama in Cambridge to the University, the wider community, and beyond;
- Provides advice and support as necessary to student companies performing in other venues;
- Ensures that the Theatre archives remain in good order, with new material being archived in line with the Theatre's Record Retention Schedule;
- Maintains contact with Alumni and the community of volunteers at the Theatre.

## **Get Involved**

- Works with the Management Team, the CUADC and other student groups to encourage and support involvement in all aspects of Theatre;
  - Organising events for those new to the University;
  - Arranging training and providing information to all users of the Theatre, especially beginners;
- Provides an encouraging, positive, and supportive atmosphere in all areas of the Theatre's operation.

## **Notes:**

The ADC Theatre changes all the time, and the above responsibilities are only indicative of the full requirements of the role.

The Theatre Manager should bear in mind that the primary function of the ADC Theatre is to provide opportunities for student users of the Theatre to learn. The more adventurous users may wish to experiment with unconventional approaches and this should be encouraged, provided that safety is not endangered, the fabric of the building is not affected, and the approach will not adversely damage the Theatre's reputation or standing.

## **Person Specification:**

### **Essential:**

- An appreciation of the unique nature of the ADC Theatre's student-centric but professional operation;
- Excellent people management and leadership skills;
- Excellent organisational skills with a high level of attention to detail and ability to effectively work on multiple projects concurrently;
- A fast learner who is able to pick up new skills quickly and use initiative;
- Dedication to the role, with a hardworking and can-do attitude;
- Personable, and able to work effectively within the small dedicated team;
- Ability to communicate effectively and maintain good relationships with external groups and support incoming productions in a friendly and creative manner;
- A proven passion for the arts;
- Excellent written and verbal communication skills (including an excellent standard of spoken and written English);
- Good ICT skills.

**Highly Desirable:**

- Experience of work in a University venue;
- Experience of marketing theatrical productions;
- Experience of bar work;
- Experience of Box Office work;
- Experience of audience management.

**Desirable:**

- Experience using Spektrix Box Office system;
- Experience using graphic design software, such as Adobe Creative Suite.

**Main Terms and Conditions:**

**Salary:** c£26,243pa

**Hours:** Office hours are 11:00 – 19:00, the rota allows for 4 days off every two weeks, with a requirement to work every other weekend. Weekly Duty Management shifts finish ~03:30, and once a month ~08:00, and the nature of the role means that significant extra work may be required, especially during University Term.

**Holidays:** Holiday entitlement is 36 days per year. This holiday entitlement includes Public Holidays, but work on Public Holidays may be required, for which time off in lieu is given.

**Term:** September 2019 – August 2020