

QUEENSLAND THEATRE

Position Description

Director, Business Growth and Development

Position context

Queensland Theatre has more than 50 years of proud history creating an extensive repertoire of classic, contemporary, international and Australian theatrical works. Our mission is to connect people and ideas through compelling theatre experiences that inspire, entertain and challenge. At the heart of this mission is our team who are driven by a passion for the work we do and their positive spirit.

Our work is carried out in line with our Queensland Theatre values of Positive Spirit, Everyone Belongs, Creating Magic and Stronger Together.

The Director Business Growth and Development role requires a commercially savvy and creative business leader who can drive transformation and innovation and understands that a strong brand, great storytelling and exemplary engagement with our key stakeholders at every step of their relationship journey is vital to business growth.

Role purpose

The Director, Business Growth and Development is responsible for identifying business opportunities and developing and implementing growth strategies to expand market presence, revenue and the customer base. The role is critical to Queensland Theatre's commercial success providing strategic expertise and leadership that will support business growth through strong brand evolution, the delivery of excellent visitor experiences and engagement with patrons, donors, corporate partners that share our passion for theatre and the difference it can make in communities.

The Director, Business Growth and Development is responsible for the following teams/portfolios that work to attract and engage diverse audiences, position the Queensland Theatre brand, grow revenue to support Queensland Theatre's work, and create inspiring and memorable experiences for audiences/visitors:

1. Brand, Marketing and Communications
2. Visitor Experience and Ticketing Services
3. Development

Reporting relationship

The position reports to the Executive Director.

Key responsibilities

Objective 1: Leadership

- Be a proactive member of the Executive Leadership Team contributing industry expertise and insights to strategic and operational planning.
- Provide strategic guidance and build a team that will actively engage relationships to grow the base of supporters and overall income.

- Coach, mentor and develop direct reports in their areas of responsibility in order to achieve desired outcomes.
- Demonstrate commitment to continuous improvement that enables our people to thrive through coaching, systems improvement and development opportunities.
- Actively champion Queensland Theatre and the impact and benefit that theatre brings to communities.
- With the Executive Director, provide strategic advice and insights to the Queensland Theatre Board.
- Provide leadership identifying training, coaching and professional development opportunities to create a high-performance environment.
- Prepare regular reports and presentations for senior management to communicate progress, challenges, and opportunities.
- Be accountable for and promote a safe work environment by ensuring that work health and safety standards are prioritised and by role modelling Queensland Theatre's commitment to the wellbeing of staff, artists and patrons.
- With the Executive team, embed the Queensland Theatre values our approach and be an ambassador for the desired workplace culture.

Objective 2: Strategy and planning

- Provide input into the development and delivery of annual organisational strategic and operational plans, budgets and reporting requirements that deliver on the vision, goals and strategic growth objectives.
- Develop and execute strategies to drive business growth and expansion in line with organisational objectives.
- Provide strategic advice and oversight to set ambitious and realistic financial, fundraising and audience targets.

Objective 3: Marketing and brand

- With the Executive Director, develop and lead a brand strategy that strengthens Queensland Theatre's market presence and reputation.
- Provide guardianship of the Queensland Theatre brand including ensuring whole of organisation consistency and understanding of the brand.
- Develop brand campaigns that build Queensland Theatre's reputation as a significant performing arts company across Queensland and nationally.
- Identify new market opportunities and potential business partnerships through market research and analysis.
- Lead internal and external marketing and brand research projects to ensure that Queensland Theatre is optimising business opportunities and outcomes, understands national and international audience trends and is enabled to strengthen its market position.
- Lead the development and implementation of marketing and sales plans and initiatives to engage and attract new audiences and increase revenue.
- Lead the development and delivery of marketing and communications strategies and plans:
 - for the organisation and its artistic programs;
 - that expand Queensland Theatre's reputation and reach across Queensland.
- Oversee strategic marketing campaigns and plans that support the fundraising and business development goals of the organisation.

- Use data and business analytics to inform and develop business development and audience engagement strategies.
- Undertake research and analysis to better understand market segmentation and to inform the artistic program.
- Undertake financial and audience analysis to inform annual budgets and programs.

Objective 4: Business development

- Work with the Artistic Director, Executive Director and business teams to identify opportunities for support and business alignment.
- With fundraising managers, develop strategies and plans for acquisition, retention and growth of philanthropic and corporate partner relationships and revenue.
- With fundraising managers, cultivate relationships across all stakeholder groups including corporate and philanthropic partners, donors and government stakeholders.
- Ensure stewardship of Queensland Theatre supporters is innovative, exemplary and aligns with organisational values.
- Track and analyse key performance metrics to measure the effectiveness of growth initiatives and identify areas for improvement.
- Provide insight reports to relevant teams and stakeholders to deliver on business growth and development plans.
- Provide advice to the Executive Director on audience engagement models including subscription and membership programs.
- With the relevant functional managers, lead subscription, membership and fundraising drives.
- Ensure that Queensland Theatre optimises systems to grow the business including the CRM and ticketing platform, Tessitura.

Objective 5: Visitor experience

- Provide leadership in the management and operation of the Visitor Experience team, ensuring alignment with Queensland Theatre strategic objectives, brand and values.
- Lead and develop the Visitor Experience team through coaching and mentoring and identification of training needs to ensure optimal performance and consistent achievement of team and organisational objectives and service delivery standards.
- Champion and lead the ongoing development of a customer-focussed culture and practice across the organisation, supported by implementation of effective customer service processes and systems to embed best practice customer-centric behaviours that drive enhanced customer experience.
- Provide advice on customer experience strategies, programs, initiatives to enable customer-centric decision processes.
- Lead the development and implementation of strategic and tactical customer engagement and communication initiatives to improve and enhance the perceptions and experiences of customers.
- With the Ticketing Manager, oversee all ticketing functions required including inhouse ticketing services and external ticketing provider, Q-Tix.

Perform other duties as required to meet team and organisational needs.

Reflect Queensland Theatre values in the way work is performed.

Selection criteria

1. Tertiary qualifications in Marketing or Business or equivalent relevant industry experience.
2. Significant experience in a leadership role with a track record of successfully developing and driving business growth and development cases, strategies and initiatives that can diversify revenue, meet challenging financial targets and support fundraising outcomes.
3. Demonstrated experience in building brand equity and motivating teams to deliver on the brand values across every aspect of the organisation.
4. Demonstrated ability and skills to lead teams and manage people to collaboratively achieve organisational and team objectives.
5. A proven track record in delivering superior customer experiences throughout the customer journey.
6. Sophisticated communication, negotiation and interpersonal skills with persuasive abilities and strengths in diplomacy, and building and influencing networks.
7. An understanding of the difference theatre and storytelling can make in communities and the world around us.

Desirable:

1. Experience in the performing arts.

Other attributes

- Strong strategic thinking and analytical skills with the ability to translate insights into actionable strategies.
- Ability to work confidently and effectively in a role that experiences competing demands and priorities.
- Ability to be flexible and adaptive to changing demands.
- Proactive and results-driven approach and ability to apply initiative and problem-solving skills.
- Collaborative working style.

Work hours

This is a full time position and requires flexibility in work times. Some out-of-hours work is required to fulfil the requirements of the role including at performances and events during evenings and weekends.

Queensland Theatre is an equal opportunity employer that is proud of our inclusive and diverse work environment. We encourage Indigenous Australians and people from a range of cultural and linguistic backgrounds to apply for roles. We strive for diversity and inclusion in the workplace and to promote a culture of opportunity. By weaving diverse cultural perspectives through all that we do, we aim to build deeper understanding of diverse cultures and backgrounds.