

JOB RECRUITMENT PACK

BUSINESS DEVELOPMENT MANAGER



Spectacle Theatre Ltd - South Wales

www.spectacletheatre.co.uk

Full Time (35 hours per week) | **Salary: £31252 - £34320** | **Equity / ITC terms and conditions** | **Pension 8%**.

Location: Spectacle Theatre Ltd., Welsh Hills Works, Jenkin Street, Porth with travel throughout South Wales

Application Deadline: Friday, 16th May 2025, 1pm

Starting Date: June 2025

Post requires a DBS check

ABOUT US

Established in 1979 in the valleys of South Wales, Spectacle Theatre creates bi-lingual theatre with and for people in their community. We create safe spaces and challenge exclusion, working with people of all ages, including those with complex or additional learning needs and/or challenging behaviour.

Our mission is to transform lives through theatre, believing that theatre is for everybody, and all have a story to tell. Our work is led by the lived experience of the people we work with, and we deliver educational theatre productions, creative workshops, and recreational participatory sessions primarily across the South Wales Valleys.

THE OPPORTUNITY

Spectacle Theatre is creating a new leadership team consisting of a Business Development Manager and an Artistic Team Leader. The aim is to improve organisational resilience and support growth and future sustainability. This is a pivotal moment to join our organisation and help shape our future direction.

THE ROLE

The Business Development Manager will be responsible for identifying new opportunities for growth, developing strategic partnerships, and increasing revenue streams. The role will work closely with the leadership team to expand the theatre's reach and impact while maintaining alignment with the organisation's mission of delivering high-quality educational theatre.

Key Responsibilities

Strategic Development

- Identify and pursue new business opportunities and markets for educational theatre services
- Develop and implement a comprehensive business development strategy aligned with the organisation's mission
- Research and make application to funding sources including grants, sponsorships, and commercial partnerships
- Monitor industry trends and competitor activities to identify growth opportunities

Partnership Building

- Build and maintain relationships with schools, community organisations, local authorities, and corporate partners
- Represent Spectacle Theatre at networking events, conferences, and industry gatherings

Sales and Marketing

- Develop compelling proposals and presentations for potential clients and partners
- Work with the team to create effective marketing materials and campaigns
- Develop and manage the customer relationship management (CRM) system to track prospects and opportunities

Financial Management

- Set and achieve revenue targets in line with the organisation's budget
- Monitor performance metrics and provide regular reports to leadership team and Trustees
- Develop pricing strategies for different market segments

Team Collaboration

- Work closely with the Artistic Team Leader to develop marketable programs
- Collaborate with the Artistic Team Leader on budget and resource planning
- Support the Finance Officer in tracking revenues and project costs
- Contribute to overall organisational strategy and planning

ABOUT YOU

The ideal candidate will be:

- Experienced in business development, preferably in arts, education, or non-profit sectors
- Committed to the educational, social, and cultural development of children, young people, and communities
- Inclusive in approach and supportive of the Welsh language
- Capable of balancing long-term strategy development and short-term solutions
- Decisive, adaptable, and resilient to change
- Strong relationship-building and networking skills
- Excellent written and verbal communication abilities
- Experience in proposal writing and presentation
- Understanding of the arts funding landscape in Wales
- Proficiency in CRM systems and data analysis
- Valid driver's license
- Welsh language skills preferred but not essential
- Willing to undertake training

EXPERIENCE & QUALIFICATIONS

Essential

- Proven track record of successful business development, income generation or fundraising
- Degree-level education or equivalent experience in a relevant field
- Excellent written and verbal communication skills, including experience preparing proposals and presentations.
- Experience in building partnerships and stakeholder relationships across sectors.
- Proficient in IT systems including CRM, Microsoft Office, and financial or accounting tools such as Quick books
- Valid driver's license and access to vehicle
- Team player

Desirable

- Ability to speak and write in Welsh
- Ability to develop pricing strategies and segment approaches for different audiences
- Experience using social media and digital tools to support marketing and communication
- Understanding of the Welsh arts, education or third sector landscape
- Knowledge of inclusion barriers and trauma-informed practice
- Understanding of safeguarding

TERMS

- One-year fixed-term contract initially, with potential for permanent employment
- Full-time (35 hours per week), Monday to Friday with some evening and weekend work
- Based at Welsh Hills Works, Porth, with travel to schools and community venues
- Enhanced DBS check required
- Notice period during probation: 3 months

HOW TO APPLY

Please email your application to apply@spectacletheatre.co.uk with "**BDM**" in the subject line by **1pm on Friday, 16th May 2025**.

Your application should include:

- A statement (maximum 1000 words) explaining why you would be suitable for this position and what you would bring to the role
- Your current CV

TIMELINE

- **Application deadline:** Friday, 16th May 2025, 1pm
- **Interviews:** Week commencing 26th May 2025
- **Start date:** June 2025

Equal Opportunities

Spectacle Theatre Ltd is committed to equality of opportunity for all.

We actively welcome applications from people of all backgrounds particularly those underrepresented in the arts and cultural sector.

If you require any access support or adjustments during the recruitment process, please let us know.

Data and safeguarding

By applying for this vacancy, you consent to the safe storage and handling of any personal data you've provided us with. We will never share your data with a third-party without your consent. You can request the removal of your data at any time, by emailing steve.davis@spectacletheatre.co.uk