



Q THEATRE — JOB DESCRIPTION

HEAD OF MARKETING AND BRAND COMMUNICATIONS |

TOIHOU WHAKATAIRANGA ME NGĀ WHAKAPĀ WAITOHU

THE ROLE: Head Of Marketing and Brand Communications | Toihau Whakatairanga Me Ngā Whakapā Waitohu

REPORTS TO: Chief Executive | Tumu Whakarae

RESPONSIBILITIES FOR: Ticketing Manager, Marketing Executive and Ticketing and Marketing Assistant

DEPARTMENT: Marketing

TERMS: Full Time

ROLE PURPOSE:

Q's Head of Marketing and Brand Communications | Toihau Whakatairanga me Ngā Whakapā Waitohu is responsible for the overall direction and delivery of Q's brand and voice.

This critical role leads the development and implementation of Q's marketing and brand strategy; making use of resources, connections and partnerships available to Q, in an effort to grow Q's marketplace position and increase profitability to the business through customer/audience attendance and engagement. As part of being responsible for Q's overall communications, this role is tasked with leading Q's public brand in situations of crisis management in consultation with Q's CE

Q's Head of Marketing and Brand Communication is accountable for managing Q's annual Marketing budget and allocated hospitality marketing spend.

As a member of Q's Senior Leadership Team, this role is also integral in the providing leadership through the organisation while actively championing the Q Values and pursuing the organisation Vision, Mission and Purpose.

Q THEATRE VALUES – HOW WE ACT

INTENTIONAL | COLLABORATIVE | COURAGEOUS | MANAAKITANGA | EFFECTIVE COMMUNICATION

WHAT WE ASPIRE TO (Vision)

To be Aotearoa New Zealand's most loved home of contemporary performing arts

WHY WE ARE HERE (Purpose)

Fueling connections, igniting imagination

WHAT WE DO (Our Mission)

We bring exceptional experiences to life for artists and audiences at our dynamic performing Arts Center in the heart of Tāmaki Makaurau



KEY RESPONSIBILITIES:

LEADERSHIP

Q's Head of Marketing and Brand Communications will work as part of Q's Senior Leadership team, whose purpose is to create and clearly communicate a strategy that inspires and enables Q's staff to deliver extraordinary experiences. Being on the Leadership team brings a range of responsibilities and accountability, which includes an expectation that you will:

- Develop the culture of the organisation through actively championing the Q values and bringing the brand to life;
- Support the Chief Executive in the preparation and implementation of medium and short term business plans for your functional areas of responsibility to support the strategic plans of the organisation
- Actively participate and engage with your fellow leadership team members to achieve the overall outcomes of the organisation.
- Support Q's Business Development and Fundraising activities by attending networking opportunities where appropriate.
- Provide line management and support for your assigned direct reports (Marketing Executive, Ticketing Manager) and indirect reports (Ticketing and Marketing Assistant and Box Office Staff).

BRAND

- Lead the continued improvement, evolution, delivery and awareness of Q's overall brand identity and story, ensuring clarity and consistency across all channels and marketing.
- Own and grow the Q brand story, ensuring it is clearly communicated to all stakeholders, audience, incoming clients and customers.
- Manage the Q brand across all online and digital platforms, including but not limited to Q's website, social media accounts, digital screens, video and E-news content.
- Lead sales and marketing efforts to boost brand awareness and positive brand health in line with individual production marketing campaigns.
- Coordinate with selected incoming companies to support and elevate production designed collateral, positioning and pricing.
- Seek out and create opportunities to grow Q as a leadership arts organisation through audience attendance growth and on-brand programming in consultation with Q's Programme Director.
- Create and implement strategies to support Q's various departments including Programming, Hospitality, Ticketing, Front of House and Technical to clarify the Q brand and support the overall Q team to be empowered brand champions.
- Research, engage and collaborate with external consultants required to deliver on Q's Brand and Marketing Strategy including designers, videographers, digital consultants and publicists.
- Work with the Q's Visitor Experience team to deliver marketing support of Q's hospitality objectives and budget income targets.
- Oversee the design and implementation of all Q collateral available in the venue, including but not limited to menus, promotional signage, filters, brochures, and posters.

BUSINESS DEVELOPMENT & FUNDING

- Work with Q's CE and Programme Director to assess and action opportunities for business growth in line with Q's brand identity and kaupapa.
- Work closely with Q's Programme Director to:



- create a series of audience targets that support the growth of Q's portfolio of programme.
 - build a strategy that allows audience targets to be met through the delivery of additional marketing support, increasing ticket sales and enhancing the audience experience.
 - collaborate on opportunities that bring together the programme and marketing departments into a shared vision for Q's future.
 - build towards Q's International Strategy (particularly in regard to market placement, business development and programme development)
- Utilise Q's ticketing and hospitality data to develop strategies that work towards increasing audience numbers and spend at Q's café/bar.
- Work with Q's Development Manager and relevant team members to develop suitable collateral for use on fundraising and/or sponsorship collateral.
- Support Q's Development Manager with donor acknowledgement of funders, stakeholders, sponsors, founders and patrons.
- Develop and maintain strong relationships with industry partners and collaborators to enhance B2B opportunities.

CUSTOMER JOURNEY AND AUDIENCE ENGAGEMENT

- Work across departments to understand and enhance the Q customer journey in line with Q's Board approved Business Strategy and Q's kaupapa to deliver the best possible experience for audience and patrons engaging with and visiting Q. This includes:
 - Regularly analyse and interpret audience metrics, providing valuable insights to Q staff and stakeholders.
 - Collaborate with relevant teams including Visitor Experience and Ticketing departments to implement strategies that enhance the overall audience experience based on identified behaviours.
 - Support hirers and clients by sharing relevant audience data and insights to inform their programming and marketing strategies.
- Work closely with Q's Ticketing Manager to ensure accurate data is being captured at the point of sale. Success will look like:
 - Implement best practices for digital data capture to enhance audience profiling and improve targeted advertising strategies.
 - Utilise advanced analytics tools to measure the impact of digital marketing efforts and make data-driven decisions.
 - Ensure compliance with data protection regulations in all digital data capture and advertising activities.
- Ensuring up to date Digital Marketing Expertise – including:
 - Staying updated on the latest trends and innovations in digital marketing to effectively represent Q and its clients in the digital space.
 - Develop and execute digital marketing campaigns to maximise online presence and engagement.
 - Provide guidance on optimising digital channels for audience acquisition, retention, and re-engagement.



MARKETING CAMPAIGNS

- Lead the design and execution of marketing campaigns for in house projects, incorporating best practices for visual appeal, messaging, and target audience engagement.
- Collaborate with creative contractors, including graphic designers, publicists, and photographers, ensuring alignment with Q's brand identity.
- Collaborate on opportunities that bring together the Programming, Marketing and Visitor Experience departments where appropriate to support Q's business objectives.
- Facilitate partnerships that align with Q's brand values and contribute to the overall success of marketing campaigns.
- Establish protocols for efficient and secure access to collected data, enabling relevant staff and external clients to make informed decisions.
 - Train relevant teams and external partners on the effective use of data for business decisions and audience insights.
 - Foster collaboration with industry peers to share insights and benchmark data practices.