

Development and Communications Manager

We are recruiting for a vital new role to work with Trowbridge Town Hall at an incredibly exciting time for the organisation.

The person appointed will have responsibility for leading on income generation within the organisation, including working with our catering, retail and creative studio tenants and partners. They will also lead on external communications and fundraising.

This is a full-time role.



About us

Trowbridge Town Hall Trust is a charity, formed in 2012. It manages the historic building at the heart of the town, restoring and reenergising it as a creative and civic hub for the town.

The building is used for choirs, dance classes, yoga, community meetings and markets. It's home to the Free Range Café, We Are Undressed (a zero waste social enterprise) and ten creative studios. We've a gallery for visual art exhibitions and programme live music, comedy, theatre and film.

We're a small core team of 7 people, led by our Director, to whom this role directly reports, along with three freelance programmers (visual arts, film, performance) and a freelance fundraiser.

The charity turns over around £300,000 a year, with key stakeholders Wiltshire Council and Trowbridge Town Council providing core grant support.

The organisation has plans for a multimillion-pound development to restore the building, increase its use and catalyse development of the town centre.

The Town Hall Trust's vision is for a creative, cohesive and confident town.

About Trowbridge

Trowbridge is a former mill town with a rich industrial heritage. Consequently, in many ways it has more in common with a town in Lancashire than in rural Wiltshire, for which it is the county town.

The town is home to a growing cultural community, with whom the Town Hall Trust collaborates. This includes Drawing Projects UK, Court Street Gallery and Trowbridge Museum (which will reopen in 2021 following a £2 million development).

Trowbridge is on a direct train line to Bath and Bristol.



About this role

This is a new role. It has been created to drive the Town Hall forward, both in increasing engagement with the public and in maximising the use – and revenue – of the building.

This is a collaborative role. You will work closely with the Director to achieve agreed targets. You'll also work with the Venue Manager, Bookings Coordinator and freelance fundraisers, as well as our various tenants who also call the Town Hall home. You will be supported by a Board of Trustees, specifically the fundraising subgroup who meet monthly.

This is a wide-ranging role. It covers an incredibly large number of areas. Each day will be different and will require you to be flexible and smart.

Key responsibilities

Communications

- Oversee all external communications, including to Members and Volunteers
- Lead on social media content creation
- Write and share press releases
- Manage media relations
- Create and share mailshots
- Manage effectiveness of communications using data gathering and targeted communications

Income Generation

- Explore and research opportunities for maximising use of the building
- Develop new partnerships and opportunities, including with Higher and Further Education organisations

Room hire

- Manage and promote use of rooms for corporate hire
- Create and implement plans for room hires for social use (e.g., weddings, birthdays, anniversaries)
- Manage room bookings across the building, with Bookings Coordinator

Catering

- Manage relationship with catering partner
- Lead on tendering of catering contracts, as needed
- Line-manage catering team if contract brought in house

Retail

- Develop our in-house retail offer, with Shop Curator
- Support our tenant retail with promotion and advice, as appropriate
- Secure new tenants, as needed

Studios

- Manage the relationship with the studio holders
- Promote studios to new users as they become available
- Oversee maintenance and development of studios, with Venue Manager

Fundraising

- Develop individual giving, including regular giving
- Oversee creation and implementation of a strategy for High-Net-Worth individuals
- Contribute to reporting on all funding agreements
- Support our freelance fundraiser to secure funding from funders including Trusts and Foundations

General

- Be proactive about seeking your own training
- Support the organisation as required
- Deputise for the Director in their absence as required



What we're looking for

We're looking to work with someone to help maximise the earning potential of the organisation and to enable a significant increase in use of the building. We're keen to recruit someone who can grow with the organisation, as we embark on our ambitious development of the building.

We believe in nurturing people so we're looking more for aptitude and potential than experience.

That said, there are a few things that are essential for this role.

About You

Essential

You must have/be:

- Entrepreneurial, with an ability to generate income from a wide variety of sources
- Creative thinker and problem solver
- A multitasker
- Excellent communication skills, both written and verbal
- Experience working with a wide variety of partners
- Strategic thinker with an ability to see the big picture
- Ability to set and meet ambitious targets
- Effective interpersonal skills
- Adept at negotiating contracts and agreements
- Self-motivated
- Collaborative and effective team player
- Ability to work under pressure and observe strict deadlines
- Ability to read and understand contracts
- Ability and willingness to learn through doing and manage your own professional development

Desirable

You may have some of the following experience:

- Marketing
- Business development
- Management of building

What we can offer

We're committed to providing support to enable the person recruited to grow with the role. This will include paying for – or contributing to – training and mentoring.

Our Board includes experienced managers and leaders from the business, public and not-for-profit sectors.

Details

This is a full-time salaried role. You will work 37.5 hours a week. We are flexible on how and where these hours are worked, though we would expect you to work in the office for at least two days a week.

The salary level is **£22,000 - £26,000**.

To apply

Please send a CV and covering letter. Each document must be no more than two sides A4.

Applications should be sent to info@trowbridgetownhall.com with the subject line 'Application for Development and Communications Manager'.

Your CV should include all qualifications and training, and two references.

Your covering letter should respond directly to the About You section, with examples. You may want to indicate what training, if any, would benefit you.

You must also submit a completed Equal Opportunities form.

If you've any questions in advance of an application, please e-mail david@trowbridgetownhall.com.

Closing date for applications is **17th May (8am)**.

We expect to interview in the week commencing 24th May.