**Job Description**

**Title:**  Recreational Services Manager

**Line Managed by:** Commercial Director

**Overall responsibility:** Lead on all aspects of the management of adult and youth recreational circus classes.

**Reports:** Commercial Officer, Duty Coordinators (shared resource across 3 managers)

**Hours:** 35 hours per week. Occasional evenings and weekends.

**Salary:** £28,000 per annum

**Holiday Entitlement:** 30 days paid holiday per annum, inclusive of eight Statutory Bank Holidays, increasing by one day for each year of service from 1st September up to a maximum of 35 days per annum.

**About National Centre for Circus Arts**

The National Centre for Circus Arts is a registered charity and one of Europe’s leading providers of circus arts training. For the past 30 years we have provided emerging and professional circus artists, directors and choreographers access to vital space and support to train, experiment and share ideas.

The National Centre is an affiliate of the Conservatoire for Dance and Drama (CDD) and our diverse range of work includes BA degree-level education in Circus Arts which is supported at either side by a structured training programme for under-18s and professional development opportunities for aspiring and established performers. Adults and young people can enjoy recreational classes and occasional performances. We also run highly regarded workshops, away days and team building events for the corporate community. We continue to develop our creation and production capabilities and are striving forward in both initiating, supporting and creating high quality work that can tour regionally and nationally. Our national role increasingly sees us supporting and mentoring circus artists and organisations across the country as we seek to develop and mature our remarkable art form.

We are embarking on an exciting new strategy for the organisation which will see an increase in our revenue-generating activities in order to make us more financially sustainable. Our recreational classes are a key element in our earned revenue mix, currently accounting for approx. 30% of our earned revenue, with potential for growth.

**PURPOSE OF THE JOB**

The Recreational Services Manager will work closely with the Commercial Director to develop and deliver our existing recreational classes offer, increasing this income stream year-on-year. Our current offer includes a range of classes for youth (3-18 years) and adults across the full range of circus disciplines, plus ‘taster’ sessions (Experience Days) also for both youth and adults. This role will manage our existing programme, working with teachers, Duty Coordinators and operational teams to ensure an exemplary service for our customers, and look for ways to increase customer numbers and revenue. You will also work cross-team, for example with the Teacher Education Managers, to develop new and refreshed offers and models of delivery.

**MAIN RESPONSIBILITIES**

* Manage delivery and development of recreational classes.
* Ensure that financial targets for recreational classes are met or exceeded where possible.
* Working closely with the Commercial Director and cross-department, develop new and refreshed recreational offers.
* Work with the Commercial Officer, Duty Coordinators and teachers to ensure high quality delivery of service that enhances the reputation of the National Centre.
* Work with the Marketing team to develop the web presence for recreational classes and develop campaigns across multiple platforms to achieve income aims.
* Ensure clear communications and develop excellent relationships with other National Centre departments to improve delivery and to maximise opportunities.
* Regularly review the offer in terms of both price and the types of classes run, benchmarking against other organisations as appropriate, and make recommendations for change.

**Detail of responsibilities**

**Management**

* Manage and work with the Commercial Officer to schedule classes with reference to the organisation’s overall calendar, booking spaces in our resource booking system (CELCAT).
* Provide accurate and timely information to the Data & Communications Officer and Marketing Manager to ensure all classes are ‘live’ on sale by the agreed date.
* Ensure teachers are booked as necessary to deliver classes and issue contracts, managing last-minute changes to teachers’ availability to ensure booked classes are delivered wherever possible.
* With the Commercial Officer, manage queries regarding the recreational programme.
* Follow-up any first aid incidents that take place in classes.

**Financial targets**

* With the Commercial Director, develop a strategy for achieving the annual recreational classes revenue target.
* Mange expenditure for classes, ensuring costs are kept within agreed limits and providing accurate reports on current position as required.
* Regularly review current performance against target, and suggest and implement activities to increase revenue if performance is falling short.

**Develop new recreational offers**

* Work with the Commercial Director and the Teacher Education Managers to develop new recreational offers and models.
* Work with the Commercial Director and the Teacher Education Managers to review and refresh our existing recreational offers. This could include regular pricing reviews, reviewing the format of classes and increasing the numbers of classes in particular discipline areas.
* Pilot, launch and promote those concepts which are agreed by the Senior Management Team, and review their success.

**Marketing**

* Work with the Marketing Manager to ensure information about recreational classes on our website is up-to-date, accurate and engaging.
* Seek out opportunities to promote our recreational classes and encourage new audiences.
* Create content for use on social media and the website, for example videos from classes.
* Where possible, obtain customer consent to use images etc from classes for later promotional purposes.

**High quality delivery of service**

* Train and support the Commercial Officer and Duty Coordinators to provide an excellent level of customer service around classes.
* Ensure teachers are well-briefed before classes. Work with the Teacher Education Managers to identify training needs for teachers on the recreational programme.
* Work closely with the Operations departments (Buildings & Facilities, Technical) to ensure the smooth delivery of classes, for example correct equipment provided, studio set up correctly.
* Provide mechanisms for customer feedback, collate and review feedback data and use to inform forward planning.
* Manage any customer complaints in a timely manner, bringing complaints to a good resolution or escalating matters as necessary.

**Communications and cross-team working**

* Ensure information on classes is communicated as necessary within the organisation, and provide information and data as necessary for external reporting e.g. to the Arts Council.
* Work closely with the Professional Development Directorate on scheduling for classes and other opportunities for cross-team working.

**Other**

* Manage and support the Commercial Officer and Duty Coordinators, identifying staff development needs to enable growth.
* Understand safeguarding, how it applies to a class setting and what actions should be taken if you suspect any safeguarding issues.
* Demonstrate a commitment to health & safety and its practical application in all areas of work and encourage a culture of responsibility for H&S throughout the organisation.
* Promote a commitment to the National Centre’s Equal Opportunities & Diversity policy, Disability & Reasonable Adjustments commitment and Code of Conduct, along with all other policies that contribute to the operating values and ethos of the organisation as determined in its mission statement.

Such other duties (commensurate with the role) that may from time to time be reasonably required.

###### **PERSON SPECIFICATION**

**Experience**

* Experience of running, developing or supporting a programme of income generating classes, activities, workshops or events.
* A minimum of two years’ experience in a coordinator role or,
* A minimum one year’s experience in a management position.
* A track record of promoting or marketing a commercial programme of activities.
* Experience of managing budgets and hitting income targets.
* Experience of working within an arts or higher education organisation (not essential)

**Skills**

* Excellent planning and organisational skills.
* Financially numerate.
* An understanding of how to reach audiences through a range of platforms.
* Excellent written and verbal communications skills across all media.
* Ability to work with a wide-range of customers and stakeholders.
* High level of PC skills including use of IT-based room booking systems (ideally CELCAT).

**Personal attributes**

* High level of commercial and customer awareness.
* Interest in the performing arts sector.
* Ability to work effectively and collaboratively across departments.
* Ability to bring together disparate teams for specific projects.
* Ability to work to deadlines and keep calm under pressure.
* Creative and entrepreneurial spirit.
* Flexible approach to working hours.