



COMMUNICATIONS OFFICER

As we continue to re-open our live programme at our home in Dean Street, the Audience and Communications team are looking for a Communications Officer to focus on the marketing campaigns for our comedy and cabaret programme. Experience is desirable (transferable skills can work too). Most important is passion and commitment to Soho Theatre's work and our sales and audience development.

SOHO THEATRE is London's most vibrant producer for new theatre, comedy and cabaret. We pursue creative excellence, harnessing an artistic spirit that is based in our new writing roots, the radical ethos of the fringe and the traditions of punk culture and queer performance. We champion voices that challenge from outside of the mainstream, and sometimes from within it too. We value entertainment, accessibility and enjoy a good show. We are a registered charity and social enterprise and our audiences are diverse in age, background and outlook.

We are mission driven and we measure our success in:

- the **NEW WORK** that we produce, present and facilitate
- the **CREATIVE TALENT** that we nurture with artists, in our participation work and with our own staff
- the **DIVERSE AUDIENCES** that we play to and engage

Bang in the creative heart of London, our home is one of the country's busiest venues with a year-round festival programme and a buzzing bar. By day we're a hive of writing, workshops, showcases, meetings and events and by night we're stage to an average of six shows and a throng of audiences. Ordinarily our work plays to live audiences of 250,000 audiences a year in our Dean Street venue, at the Edinburgh Fringe and beyond. During our temporary closure due to Covid-19 we re-launched our online platform Soho Theatre On Demand, which hosted the phenomenally successful live recording of FLEABAG and recently released TYPICAL and SUNRISE. We've partnered with Amazon Prime Video (UK) for a three-series deal, bringing existing and new comedy shows to the platform (2021-22). We also have an additional venue in Walthamstow in progress.

Soho Theatre's board is chaired by Dame Heather Rabbatts DBE and the company is led by Executive Director Mark Godfrey and Creative Director David Luff.

sohotheatre.com | www.sohotheatreondemand.com | [@sohotheatre](https://www.instagram.com/sohotheatre)

JOB SUMMARY

Closing date:	Wednesday 4 August, 5pm
Interviews:	week commencing 23 August
Job Title:	Communications Officer
Responsible to:	Communications Manager: Digital Content
Works closely with:	Audience & Communications Team
Location:	London, W1D 3NE
Salary:	£24-28k per annum

How to apply:

To apply, please fill in an application form and complete an online equal opportunities monitoring form ([- click here](#)). When completing your application form, please read the person specification in the job description carefully.

We will shortlist for the position based on how you respond to the job description and the person specification.

Submitting an application:

We prefer applications to be sent by email. Please send your completed forms to jobs@sohotheatre.com with **CO2021** in the subject line.

If you would like to submit your application in another format, or you have any queries about this role, please contact HR on 020 7478 0105 or email jobs@sohotheatre.com to discuss alternatives.

The deadline for submitting your application is 5pm, Wednesday 4 August 2021.

Interviews will be held w/c 23 August 2021. We will contact every candidate, whether they have been shortlisted for interview or not.

JOB DESCRIPTION

Purpose of Job: Devising and implementing marketing campaigns for Soho Theatre's live programme and special projects, with a strong emphasis on sales and audience development for Soho's comedy and cabaret programme.

DUTIES & RESPONSIBILITIES

- Devising and executing creative marketing campaigns for Soho Theatre productions and co-productions, with a focus on marketing for the comedy and cabaret programme (including transfers and tours)
- Being the first point of contact for comedy and cabaret agents and artists; liaising with them to discuss their marketing plans; circulating brand guidelines; managing Soho Theatre brand; copywriting and proofing materials; devising, executing and evaluating marketing campaigns
- Working with the entire Communications team to promote all Soho Theatre performances, both at Soho Theatre, on tour and in Edinburgh
- Working with the Comedy team to set budgets and targets for Soho Theatre comedy and cabaret productions
- Managing the marketing budgets for Soho Theatre comedy and cabaret shows, and liaising with and supporting visiting companies in devising budgets for incoming shows
- Where applicable, managing print distribution for individual campaigns and overall venue print, liaising with printers and distribution houses
- Liaising with media agencies, industry websites and publications to book advertising campaigns
- Coordinating ticket allocations on ticket agent sites and creating ad hoc promotions, offers and partnerships to drive sales
- Managing e-mail campaigns using Dotmailer including solus mailings for individual shows and the weekly Soho Theatre Comedy e-newsletter
- Digital analysis – working with Spektrix, Google Analytics and other evaluation tools to analyse audience data and behaviour to feed back to the wider team and visiting companies
- Contributing to Soho Theatre's website – generating content, updating pages, adding events and co-ordinating on-sale of new events
- Contributing to Soho Theatre's social media channels supporting and colleagues ingenerate interesting and innovative ideas and content to engage audiences and drive sales
- Proof reading, copywriting, writing design briefs for a wide range of materials – working daily with the Graphic Design team to create materials and ensure smooth sign off processes with external companies
- Sales reporting and evaluation – working daily with ticketing system Spektrix to monitor sales, run reports and data, analyse audiences and evaluate current campaigns
- Provide ad hoc communications support for other Soho Theatre departments including Soho Theatre Live and Soho Theatre On Demand, Creative Team, Development, Creative Engagement, Bar, new venue and other special projects as required

GENERAL

- Supporting the aims and objectives of Soho Theatre both internally and externally
- Assisting with first nights, press nights and other company events
- Communicating efficiently with the rest of the department to ensure the smooth and efficient running of the communications activities
- Answering phones as part of the general Administration Line and taking responsibility to be fully aware of the theatre's activities and programme of events at all times
- Attending meetings with and on behalf of the Audience & Communications Department
- Any other duties that members of the Audience & Communications team may reasonably require
- Adhere to the theatre's Equality & Inclusion and Health & Safety Policies at all times
- The role may require travel to Edinburgh Festival Fringe, other festivals and touring venues to support or lead on the marketing campaigns for Soho Theatre productions

This is a guide to the nature of the work required of the Communications Officer. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and the line manager from time to time.

PERSON SPECIFICATION

Qualities

- An interest in arts communication
- A genuine interest in and passion for comedy, cabaret and the arts
- Friendly, flexible, helpful and efficient attitude and approach to work
- Ability to work individually but also as part of a large team
- Ability to work in a fast paced, energetic and demanding environment
- Excellent communicator with the ability to engage with a wide range of personalities and backgrounds
- Highly organised and self-motivating
- Ability to act on initiative
- Discretion, tact and a sense of humour

Skills

- Ability to communicate confidently and respectfully with people face to face, over the phone and on email
- Good level of computer literacy
- Excellent administrative and organisational skills
- Excellent written and verbal communication skills
- Excellent attention to detail
- Ability to work to deadlines
- Budget management
- Good research skills

Experience

- Demonstrable experience of marketing within a similar field – theatre, comedy, cabaret, media, cinema, live events – or demonstrable experience of transferrable skills
- Experience of effectively managing budgets simultaneously across multiple campaigns
- An understanding of London's cabaret/comedy scene (desirable)
- Experience of working in an arts festival environment (desirable)
- Experience of using digital applications, programmes and platforms (essential)
- An understanding of how to engage a wide-ranging audience including new and existing



TERMS AND CONDITIONS

Equal Opportunities

Running through the core of Soho Theatre are the values of equality of opportunity, diversity of background and inclusion and accessibility for all. Our artists, audience and staff reflect a diverse London, and we work hard to increase representation across cultures and experience.

Terms of Employment

This is envisaged as a permanent, full time post.

Salary

£24,000 to £28,000 per annum

Holiday entitlement

The full paid entitlement is 20 days plus eight Public and Bank holidays and any other public holidays as declared from time to time. This entitlement increases to 25 days after one full year of continuous employment.

Hours

Normal working week is 40 hours over a 5-day period, Monday to Friday, including a one-hour unpaid lunch break, however flexible working is part of our culture.

This is envisaged as one full-time role however we are open to discussing alternative working patterns such as a job share.

Occasional evening and weekend work may be required; there are no overtime payments but TOIL is negotiable with your line manager.

Pension

The Company operates an auto-enrolment pension scheme, which you are eligible to join after three months of employment. This is at the rate of 3% from the employer and 5% from the employee on qualifying (banded) earnings. The Government will pay in 1% of qualifying earnings, which is tax relief. If you have made other arrangements, there is the option to opt out altogether.

Staff Benefits

- Tickets for Soho shows (subject to availability)
- Season ticket and Cycle to Work loans and other travel schemes
- Employee Assistance Programme including health insurance
- Seasonal flu jabs
- Training and development opportunities
- Discount at Soho Theatre Bar and other local businesses
- Annual staff party

July 2021