



Communications Officer: Marketing

Based in our Dean Street venue, we're looking for a Communications Officer to focus on our comedy and cabaret programme marketing campaigns. Experience is desirable (transferrable skills can work too). Most important is passion and commitment to Soho Theatre's work and our sales and audience development.

ABOUT US

Soho Theatre is London's most vibrant producer for new theatre, comedy and cabaret. A charity and social enterprise, we are driven by a passion for the work we produce, the artists we work with and the audiences we attract. We own our own home, Soho Theatre, in the heart of London's West End. A former Synagogue, we raised funds, purchased and redeveloped it, opening it for the turn of the millennium in March 2000. Today it is one of the capital's busiest theatre and comedy venues, with a year-round festival programme, audiences of 180,000 a year and a buzzing bar.

Our roots date back to the early 1970s at the Soho Poly Theatre. A small but influential venue, Soho Poly was radical and relevant, capturing the excitement and innovation of its time. Today our work is wide-ranging, drawing from this fringe heritage, and adding a queer, punk, counter-culture flavour. We champion voices that challenge from outside of the mainstream, and sometimes from within it too. We value entertainment and a great night out.

We produce and co-produce new plays, work with associate artists and present the best new emerging theatre companies and comedians. We present the early work of countless UK artists (many who become industry giants), and we present many international artists' London debuts. We have a thriving variety of artist and talent development programmes, artists under commission and in development, and two new writing awards including the national Verity Bargate Award for new playwrights.

Work extends far beyond our Dean Street home, with a UK and international touring programme and connections. We present shows and scout talent at the Edinburgh Fringe Festival and have close links with the Melbourne International Comedy Festival. We are the UK's leading presenter of Indian comedians from the burgeoning scene there, and we have a Soho Theatre Producer based in Mumbai and regularly present work there. We film shows and create our own digital work, and this can be seen on Prime Video UK, inflight on British Airways and streamed from our website.

We are working towards the opening of an exciting new second venue in London, Soho Theatre Walthamstow. A culmination of many years of Soho's work, in collaboration with a grassroots local campaign, to save a glorious, 1930s art deco venue with an incredible heritage reinvented as a 1,000-capacity venue for world-class comedy, panto, performance and participation – a 'local theatre with a national profile'.

The group is led by Soho Theatre Executive Director Mark Godfrey, Soho Theatre Walthamstow Co-Executive Director Sam Hansford, and a collaborative Senior Management team. Soho Theatre's board is chaired by Dame Heather Rabbatts DBE; Soho Theatre Walthamstow co-chaired by Alessandro Babalola and Lucy Davies; Soho Theatre Bar chaired by Jeremy King OBE.

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

JOB DESCRIPTION

Job Title:	Communications Officer: Marketing
Responsible to:	Communications Manager: Marketing
Works closely with:	Audience & Communications Team
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 the 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 DotDigital including solus mailings for individual shows and the weekly Soho Theatre Comedy e-newsletter
- 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 with colleagues to generate 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 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 India and Soho Theatre Player, 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 always fully aware of the theatre's activities and programme of events
- 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: Marketing. 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

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

Skills

- Excellent communicator with the ability to engage with a wide range of personalities and backgrounds
- Excellent written and verbal communication skills
- Excellent administrative and organisational skills
- Excellent attention to detail
- Good level of computer literacy
- 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 multiple campaigns simultaneously
- 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

WORKING AT SOHO THEATRE

We aim to make Soho Theatre a great place to work where people from all backgrounds can grow and develop, and make a contribution to our mission.

This includes:

1. A positive, inclusive, and collaborative work culture, where everyone works together to support artists, reach new audiences, and present an exceptional programme of theatre, comedy and creative engagement
2. Competitive and fair levels of remuneration
3. A package of staff benefits including health insurance and an Employee Assistance Programme
4. Opportunities to grow and develop as the organisation expands
5. Training, development, and mentoring opportunities

TERMS & CONDITIONS

Terms of Employment

This is envisaged as a permanent, full-time post.

Salary and benefits

£24,000 to £28,000 per annum.

- Employee Assistance Programme including:
 - GP Services
 - Health Check
 - Seasonal Flu Jabs
 - Stress Support
 - Group Life Cover
- Season ticket and Cycle to Work loans and other travel schemes
- Training and development opportunities
- Tickets for Soho shows (subject to availability)
- Discount at Soho Theatre Bar and other local businesses

Holiday entitlement

20 days per annum plus Bank Holidays, rising to 25 days plus Bank Holidays after one full year of continuous employment.

Hours

Normal working week is 40 hours over a 5-day period, Monday to Friday, including a 1-hour unpaid lunch break. Regular evening and weekend work will be required for this role. 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.

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.

July 2023

MAKING YOUR APPLICATION

Closing date: Monday 31 July, 6pm

Interviews: August, week tbc

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 STCCOM23 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 6pm, Monday 31 July 2023.

Interviews will be held in August. We will contact every candidate, whether they have been shortlisted for interview or not.