

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 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'.

Led by a collaborative and diverse senior team and board, Soho Theatre is an exciting place to work with a strong team ethic, fast paced, and with opportunities and intent for staff development and progression.

We also own and operate Soho Theatre on Dean Street in the heart of London's West End. A former Synagogue, we raised funds, purchased and redeveloped it, opening it in March 2000. Today it is one of the capital's busiest theatre and comedy venues, with a year-round festival programme and a buzzing bar. Our roots date back to the early 1970s at the Soho Poly Theatre. Small but influential, 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 home, with a UK and international touring programme and connections. We present shows and scout talent at Edinburgh Festival Fringe and have close links with the Melbourne International Comedy Festival. We are the UK's leading presenter of Indian comedians and regularly present work there. We film shows and create our own digital work seen across our social platforms, on TV and inflight and streamed from our website.

OUR STRATEGIC GOALS

THEATRE: continue to increase the resource, profile and quality of Soho's theatre and new writing programme; to ensure that this work sits well within Soho's lively cross-genre festival programme with diverse audiences, but also carves out the space to breathe and flourish within it.

COMEDY: work to ensure that we maintain an industry leading place through thoughtful curation, innovation and always being able to spot the next new talent; ensuring that artists continue to see Soho as a home for comedy and one of the places they want to perform; maintain programming integrity as we grow our audiences through Walthamstow, touring and digital.

CREATIVE ENGAGEMENT: grow our pathways for creative participation from early years to adulthood, supporting the next generation of artistic talent; support the growth of creative, connected communities around a new local theatre in Walthamstow

WALTHAMSTOW: successfully open and establish as a 'local theatre with a national profile', working with our key stakeholders of Council and community. Effectively manage the resultant change, organisational growth and risk.

AUDIENCES AND DIGITAL: build our distinctive London brand towards wider and inclusive audiences, with a particular focus on LGBTQ+, South Asian and Waltham Forest; international focus on India as well as Australia and the USA. Continue to build digital audiences and sustainable business models, also moving into specific digital content creation (as distinct from digital capture of live).

JOB VACANCY JUNE 2024
COMMUNICATIONS OFFICER: SOHO THEATRE WALTHAMSTOW

Job Description

Job Title:	Communications Officer: Soho Theatre Walthamstow
Purpose of Job:	Implementing communications campaigns for Soho Theatre Walthamstow's live programme and special projects, with a strong emphasis on sales and audience development for the comedy, cabaret and theatre programme.
Reports to:	Co-Communications Directors
Works closely with:	Audience & Communications Team
Location:	Soho Theatre Walthamstow, 186 Hoe Street, E17 4QH and 21 Dean Street, London, W1D 3NE as directed

Overview

The Communications Officer at our Soho Theatre Walthamstow venue is a new position designed to find the right audiences for the best comedy, cabaret and theatre work that comes through its doors. We'll need a tenacious, energetic, proactive individual with a love for live performance, a keen eye for sales and ticketing who is keen to show off the programme to as wide an audience as possible.

Duties

Marketing

- Be 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 for Soho Theatre Walthamstow shows
- Lead on key marketing budgets on behalf of comedy and cabaret shows, and liaising with and supporting visiting companies in devising budgets for incoming shows
- Sales reporting and evaluation – working daily with ticketing system to monitor sales, run reports and data, analyse audiences and evaluate current campaigns
- Coordinating ticket allocations on ticket agent sites and creating ad hoc promotions, offers and partnerships to drive sales
- 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
- Where applicable, managing print distribution for individual campaigns and overall venue print, liaising with printers and distribution houses
- 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
- Liaising with media agencies, industry websites and publications to book advertising campaigns
- Manage e-mail campaigns using DotDigital including solus mailings for individual shows and contribute to composite emails according to their schedule
- Contribute to Soho Theatre's website – generating content, updating pages, adding events and coordinating on-sale of new events

Press & PR

- Assist in the organisation and running of VIP, press and guest nights.
- Coordinate press tickets and holds for all productions at Soho Theatre Walthamstow
- Respond to media enquiries in a timely manner

JOB VACANCY JUNE 2024
COMMUNICATIONS OFFICER: SOHO THEATRE WALTHAMSTOW

- Develop, nurture and manage positive relationships with both existing and new media contacts, as well as freelancers and agencies
- Support on multiple press and publicity campaigns simultaneously and to deadline, which may include asset collation, writing and distributing press releases, interview pitching, follow-up and campaign coverage.
- Collaborate with communications colleagues to generate interesting and innovative ideas and content to engage audiences and drive sales
- Liaise with visiting companies on press calls, interviews and other press activity required
- Manage the relationship with the venue's Creative Engagement team and take the lead on any publicity or communications work required to promote this
- Develop audiences within the borough using, but not limited to, key contacts from the Creative Engagement team
- Monitor media, looking for new opportunities (podcasts, radio, online etc).

General

- Support the aims and objectives of Soho Theatre both internally and externally
- Provide ad hoc communications support to support the company's strategic goals and other special projects as required
- Communicating efficiently with the rest of the department to ensure the smooth and efficient running of the communications activities
- Attend meetings with and on behalf of the Audience & Communications Department
- Adhere to the theatre's Equality & Inclusion and Health & Safety Policies at all times
- Act as an ambassador on behalf of the company
- Any other duties that members of the Audience & Communications team may reasonably require

This is a guide to the nature of the work required of the role. 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

- The ability to work successfully in an energetic and dynamic festival-like environment
- A genuine interest in and enthusiasm for theatre, comedy and cabaret, including new writing
- A creative, confident, ambitious communicator who has a proactive, positive and flexible approach to work
- An appreciation of the range of the arts sector and arts media
- A genuine interest in achieving and surpassing campaign and audience targets
- Knowledge and interest in all media, from traditional to new and emerging media
- Attention to detail, organised and self-motivated, has the ability to manage self and act on initiative, work individually, as part of a large team and able to inspire and nurture the same in others
- Excellent time management skills and punctuality
- The ability to engage with a wide range of personalities and backgrounds and an ability to develop and maintain good relationships with promoters, producers, artists and media
- Friendly, approachable and helpful attitude
- Flexible attitude and approach to work and working hours because as an evening entertainment venue the role will include regular evening and occasional weekend work for press nights, industry events and networking

Experience (essential)

- Demonstrable experience of communications within a similar field – comedy, cabaret, theatre, cinema, live events – or demonstrable experience of transferrable skills
- Experience of effectively managing multiple campaigns simultaneously
- Good knowledge of the media landscape and ability to spot any issues that could impact campaigns
- An understanding of how to engage wide-ranging audiences including new and existing

Experience (desirable)

- Budget management and sales analysis
- Digital analytics as pertaining to digital advertising

Skills

- Clear and accurate written and verbal communication skills, including the ability to communicate and negotiate confidentially and respectfully with colleagues, stakeholders (eg audiences, artists, agents, agencies and visiting companies) face to face, over the phone, on email and online
- Ability to prioritise and work to deadlines with a willingness to contribute to collaborative working as well as work confidently alone using initiative
- Excellent time management skills and punctuality
- Excellent administrative and organisational skills
- Good level of computer literacy including database management, imaging and basic desktop publishing
- Good research skills

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 a permanent full-time role, with a 3-month probation period, working from Soho Theatre Walthamstow, 186 Hoe Street, E17 4QH and Soho Theatre, 21 Dean Street, London, W1D 3NE, as directed

Salary

£25,000 to £29,000 per annum.

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.

Staff Benefits

- Complimentary tickets for Soho Theatre shows
- Employee Assistance Programme including health insurance
- Staff discount at Soho Theatre Bar and other local businesses
- Season ticket and Cycle to Work loans
- Seasonal flu jabs
- Training and development opportunities

June 2024