



Job vacancy November 2024  
COMMUNICATIONS ASSISTANT: MARKETING

**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 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.

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 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 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 in flight 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'.

## 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.

Job vacancy November 2024  
COMMUNICATIONS ASSISTANT: MARKETING

**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 Description

<b>Job Title:</b>	<b>Communications Assistant: Marketing</b>
<b>Purpose of Job:</b>	Provide administrative support to the marketing function of the communications team and where applicable, leading on some key marketing functions for the department.
<b>Reports to:</b>	<b>Communications Manager: Marketing</b>
<b>Works closely with:</b>	Communications Officer: Comedy & Cabaret Communications Officer: Walthamstow Communications Assistant: Press & PR Communications Assistant: Social Media
<b>Location:</b>	In person at Soho Theatre (Dean Street) and/or Soho Theatre Walthamstow

## Overview

The Communications department works at the heart of Soho Theatre's programme, selling tickets, creating content and telling the story of who we are and what we do. Working as part of an in-house Communications team, this role provides support for the marketing function for Soho Theatre. All whilst working collaboratively with the wider company to achieve and maximise audience and sales targets and box office and bar income.

Soho Theatre group includes Soho Theatre (Dean Street), Soho Theatre Walthamstow, Soho Theatre Digital, Soho Theatre Bars, as well as touring (UK and international – particularly India, New York, Australia).

## Job Outline

### Marketing & Sales

- Individual campaign management – devising, executing and evaluating marketing campaigns as necessary including managing budgets.
- Managing paid advertising on behalf of companies, evaluating their success and reporting back to producers and agents.
- Coordinating the collation and - where necessary - production of various marketing materials, creating basic design assets for use for on-sales, paid advertising and email communications.
- Creating email marketing campaigns for comedy and cabaret events – writing solus emails, including contributing to the weekly comedy newsletter and organising data swaps with other venues/promoters.
- Setting up allocations with ticket agents, promotional codes and other offers.
- Sales reporting and evaluation – working daily with the ticketing system to monitor sales, run reports and data, analyse audiences and evaluate current campaigns.

Job vacancy November 2024  
COMMUNICATIONS ASSISTANT: MARKETING

- Circulating brand guidelines to visiting companies and managing the Soho Theatre brand in marketing assets they create.
- Updating content on Soho Theatre's website.
- Contributing to the management of front of house displays.
- Assisting and organising VIP, Press and Marketing Guest nights.
- Contributing to Soho Theatre's social media channels to generate interesting and innovative ideas and content to engage audiences and drive sales.
- Managing invoices and monitoring and recording spend to provide clear and trackable information for settlements.
- Supporting the Marketing Manager and Marketing Officer in the fulfilment of larger campaigns as required.

**General**

- Work collaboratively with Soho Theatre group to achieve and maximise audience and sales targets alongside box office and bar income.
- Work collaboratively with colleagues, sharing information with your line manager, team and colleagues as appropriate, whilst respecting confidentiality, so colleagues have all the information they need to perform their duties effectively, efficiently and successfully.
- Uphold the Company's equal opportunities, access and diversity policies.
- Support the aims and objectives of Soho Theatre both internally and externally.
- Attend Company meetings and other internal meetings as required.
- Uphold Soho Theatre groups internal policies, including Equal Opportunities and Health & Safety policies.
- Any other duties the Co-Communications Directors or Communications Managers 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**

## Person Specification

### Qualities

- A demonstrable and keen interest and enjoyment of live performance.
- A professional attitude to work.
- A friendly and approachable manner.
- A flexible approach to work (including willingness to work evenings, weekends, late nights, and public holidays as required).
- An interest in new writing and ambitious approaches to theatre, comedy and cabaret.
- Friendly and approachable, with an interest in meeting new people.
- A working knowledge of the arts sector.

### Skills

- Excellent verbal and written communication.
- Strong interpersonal skills, with the ability to be diplomatic and tactful.
- The ability to work calmly in a fast paced, energetic, and demanding environment.
- An excellent communicator with the ability to engage with a wide range of personalities and backgrounds.
- The ability to understand and support of Soho Theatre's artistic vision.

### Experience

- Demonstrable experience of administration, ideally in a marketing role in the entertainment/cultural sector.
- An awareness and interest in the work of Soho Theatre.

## 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 six-month probation period, working from Soho Theatre's venues year-round. Following a successful probation period, the notice period for this role is two months.

### Salary

£25,500 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

The full-time working week is 35 hours working from Soho Theatre (primarily) and Soho Theatre Walthamstow, plus an hour unpaid for lunch. General office hours are 10am-6pm Monday to Friday, regular evening and occasional weekend work will be required. There are no overtime payments; TOIL is negotiable on occasion and in advance 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 on food and drinks at Soho Theatre Bar and other local businesses
- Season ticket and Cycle to Work loans
- Seasonal flu jabs
- Training and development opportunities

**November 2024**