

**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 home, Soho Theatre, 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 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 recently opened our new second venue in London, Soho Theatre Walthamstow to great acclaim. 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 960-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.

## 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.

[www.sohotheatre.com](http://www.sohotheatre.com)

Soho Theatre Company Ltd, Registered Company No: 01151823  
21 Dean Street, London, W1D 3NE  
VAT Number 440577942



JOB VACANCY  
COMMUNICATIONS ASSISTANT: PRESS & PR  
MAY 2025

**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).

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## JOB DESCRIPTION

- Job title:** **Communications Assistant: Press & PR  
(Edinburgh Fringe 2025 short-term six-week contract)**
- Purpose of Job:** As part of the Communications team, this temporary role provides campaign and administrative press & pr support to the department during the Edinburgh Festival Fringe.
- Location:** Edinburgh  
Please note that accommodation is not provided as part of this role.
- Start date:** 18 July 2025  
**End date:** 27 August 2025
- Hours:** Mondays to Saturdays, with normal office hours are 7:30am – 3:30pm (including a one-hour unpaid lunchbreak)

## DUTIES

### PRESS

- Alongside our media monitoring service, daily collation and monitoring of media (digital, print and broadcast), and maintenance of these systems, keeping the Communications team updated on coverage and opportunities
- Monitor local, arts and industry press holistically, proactively looking for new opportunities
- Manage daily press updates (plus reviews and stars) for Edinburgh, Dean Street, and Soho Theatre Walthamstow, to the wider team
- Respond to press ticket, comment, interview and image requests in a timely manner, managing and captioning all show images
- Assist in press and publicity campaigns, asset collation (photos, content)
- Assist Communications Manager to implement the communications (press & PR) strategy, in consultation with the co-communications Directors and in collaboration with Marketing, Social Media, Digital and Audience colleagues to positively raise Soho Theatre's reputation and profile, to build and maximise audiences and sales

### PUBLIC RELATIONS

- Advocate for Soho Theatre Company to the press and the industry
- Liaise with artists, associate organisations and co-production companies on their show campaigns

### DIGITAL

- Inform colleagues on a daily basis of press coverage of shows in a timely manner, for inclusion on website, social media channels, marketing assets etc
- Monitor social media for Press & PR opportunities, work with colleagues where required in content creation that is creative, compelling and fun across our social media platforms

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- Work with and assist your colleagues to instigate new content creation in a way which represents and tells Soho Theatre's Edinburgh story

## ADMINISTRATION

- Manage the daily administration, including all media clippings and coverage, and being the first point of contact for the press department (including but not limited to the press inbox plus image and ticket requests), responding in a timely manner
- Maintain and update databases and campaign documents
- Assist the Communications team on campaigns
- Liaising with internal departments, assist Co-Communications Director in collation of content for internal newsletters and briefings
- Be fully aware of Soho Theatre's activities and programme of events
- Proactively look for new opportunities for arts publicity

## GENERAL

- Support the aims and objectives of Soho Theatre Company both internally and externally
- As a member of the Communications team, act as an ambassador for Soho Theatre to contacts and industry
- Advocate for the Communications team and take an active part in supporting Soho Theatre's programme in Edinburgh at performances, special events and sponsors' evenings
- Attend internal meetings as required including cross-departmental forums
- Contribute towards and champion Soho Theatre's Equality, Access and Diversity Policies
- Communicate efficiently with the rest of the department to ensure the smooth and efficient running of Communications activities
- Any other duties the department may reasonably require

## PERSON SPECIFICATION

### Qualities

- A genuine interest in and passion for theatre, comedy, cabaret and the arts - whether at a community engagement level and / or on a broader national scale
- Enthusiasm and support for Soho Theatre's vision and growth
- Understanding of social media and overall digital trends across the arts
- Ability to thrive in a fast paced and energetic environment
- Creative, positive and flexible approach to work (this is a festival role, post holder will be required to work evenings and occasional weekends)
- Approachable with a friendly, efficient and helpful attitude
- Highly organised and self-motivated
- Discretion, tact and a sense of humour

### Experience

- Awareness of different media outlets (print, digital – websites, blogs, podcasts, socials etc), arts media and critics (desirable)
- Experience of administrative support (desirable)
- Experience of working in an arts festival environment (desirable)

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### Skills

- Good computer literacy
- Good administrative and organisational skills
- Good research skills
- Good attention to detail
- Good 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 in collaborative work as well as work confidently alone using initiative

## 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 community and we work hard to increase representation across cultures and experience.

### Terms

This is a fixed term, casual post over a six-day week for six weeks.

### Location

This role is delivered entirely at Edinburgh Festival Fringe. Please note that accommodation is not provided as part of this role.

### Salary

£13.85 per hour

Payment will be made fortnightly in arrears for the duration of the contract.

### Holiday entitlement

Holiday accrues at 12.07% of the hours you work.

### Hours

The full-time working week is 42 hours, Monday to Saturday. The Company considers full time to be eight (8) hours a day which includes a one-hour unpaid lunchbreak. Normal office hours are 7:30am – 3:30pm at Soho Theatre's Edinburgh office. There are no overtime payments but TOIL is negotiable with your line manager.

The Edinburgh Festival Fringe runs from Friday 1 to Monday 25 August 2025. The successful candidate will need to be available for the entirety of the festival, for a period starting on Friday 18 July and ending Wednesday 27 August.

### Pension

This role does not qualify for pension auto-enrolment.

### Staff benefits include:

- Complimentary tickets for Soho Theatre shows (subject to availability)
- Soho Theatre will also arrange for a venue pass, allowing free entry to large number of Fringe shows where unsold tickets are available.

May 2025