

About Soho Theatre

Soho Theatre is London's leading producer of new theatre, comedy and cabaret. We are a dynamic and boundary-breaking arts charity and social enterprise, and a great place to work. We are driven by a passion for the work we produce, the artists we champion and the audiences we inspire. Our programme celebrates bold new theatre writing, innovative performance and world-class comedy.

Today we operate across two venues: Soho Theatre in the heart of London's West End, and Soho Theatre Walthamstow in what Time Out has described as 'London's coolest neighbourhood'.

Our Soho building, a former synagogue, was redeveloped and opened in 2000 as the first arts project to successfully use National Lottery funding to purchase a building on the open market. As we celebrate 25 years in the building, it remains much loved by artists and audiences alike as one of the capital's most vital and innovative spaces for new writing, comedy and performance. The venue hosts a year-round festival programme alongside a buzzing late-night theatre bar. Phoebe Waller-Bridge has described Soho Theatre as 'the mothership of new artists. People come from all over the world to perform there.'

In 2025 we opened Soho Theatre Walthamstow following more than a decade of work with Waltham Forest Council and a dedicated grassroots campaign to restore the historic venue. The £50 million redevelopment transformed a beautiful 1930s Art Deco Grade II* listed building into a state-of-the-art cultural destination. Winner of The Stage Awards Theatre Building of the Year 2026, the venue now includes a spectacular 970-capacity auditorium and world-class performance facilities. Alongside its renowned comedy programme, the theatre programme is rapidly evolving, with longer-run productions and Olivier-eligible theatre forming a growing part of the programme.

Our roots lie in the radical Soho Poly Theatre of the early 1970s, and that spirit continues to shape who we are today: bold, contemporary, counter-cultural with strong connection to queer and South Asian communities. We champion writers, artists and theatre-makers whose work challenges and entertains in equal measure, platforming voices from outside the mainstream and sometimes helping reshape the mainstream itself.

Our work extends far beyond our London stages through longstanding global partnerships in India, Australia, the United States and elsewhere, as well as participating in the Edinburgh Festival Fringe where we present around 20 shows each year. Alongside live performance, we create filmed and digital work that has been seen on Amazon Prime UK, our own British Airways inflight channel, and other international platforms.

JOB VACANCY: EDINBURGH STREET TEAM

Soho Theatre is led by a collaborative and diverse senior team and board. We are ambitious and entrepreneurial, a fast-paced and values-driven organisation with a strong team ethic and a clear commitment to supporting the development and progression of our staff.

Job Description

Job Title:	Edinburgh Street Team
Purpose of Job:	Successful applicants will be primarily responsible for distributing flyers and other marketing materials to members of the public, whilst effectively communicating the Soho Theatre programme and brand.
Reports to:	Marketing Manager, Marketing Assistant, Street Team Manager
Works closely with:	Marketing Manager, Marketing Assistant, Street Team Manager
Location:	Edinburgh

Overview

Every year, Soho Theatre takes numerous theatre, comedy and cabaret shows to Edinburgh festival Fringe. What's really key is that we have a friendly, hard-working, tenacious street team that are passionate about communicating our work to potential audiences. Perfect for theatre, comedy and cabaret fans, this role is the ideal opportunity to be a part of the world's biggest arts festival alongside a team of award-winning producers. Soho Theatre's previous Edinburgh programmes have included artists such as Urooj Ashfaq, Patti Harrison, Jinkx Monsoon, Lucy McCormick, Spencer Jones, Natalie Palamides, Vir Das, and Fleabag. If you're confident, excellent at attracting (the right kind of) attention, have bags of enthusiasm, you'd be ideal to join our Edinburgh team.

Job Outline

Flyering & the public

- Engage with Edinburgh audiences, with a view to promoting shows, performers and the Soho Theatre brand
- On occasion, attach reviews to print, for hand to hand distribution and/or outdoor campaigns
- Where appropriate, transport print around Edinburgh to key locations

Operational

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- Take instruction from senior staff members, be proficient in anticipating their requirements
- Provide consistent positive attitude when working with other staff members

General

- Support the aims and objectives of Soho Theatre Company
- Be familiar with Soho Theatre's programme
- Attend wider-company meetings and other internal meetings as required
- Uphold the theatre's Equal Opportunities Policy and Health & Safety Policy at all times
- Communicate efficiently with the rest of the Edinburgh flyering and marketing team to ensure the smooth and efficient running of flyering activities
- Any other duties as may be reasonably required

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

- Approachable and good at communicating, proactive.
- Able to think on your feet and think ahead.
- Ability to maintain a calm attitude under pressure, reliability, flexibility.
- Logistical and pragmatic thinking.
- A love of theatre, comedy, cabaret and performance

Skills

- Strong interpersonal skills.
- Effectively working within a team.

Experience

- Experience in a Front of House or customer service position.
- Experience of dealing directly with the public.

Desirable Experience

- Experience within an arts or festival environment.
- An interest in/knowledge 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

We will be offering a number of minimum hour contracts over a 6 day week as well as some zero- hours contracts for those that want more flexibility.

Location

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

Salary

The pay for the role is £14.80p/h

Payment will be made weekly on Thursdays. On these days you will receive payment for any shifts worked up to and including the previous Sunday.

Holiday entitlement

Holiday accrues at 12.07% of the hours you work, and entitlement will be paid for 7 minutes for each hour worked. Holiday entitlement rises to 25 days pro-rata after you have been continuously employed for 1 year.

Hours

The Edinburgh Festival Fringe runs from 5 – 31 Aug. Postholders will need to be available for some or all of this period. Working hours are agreed with the Individual and matched between the postholder's availability and the needs of the company. Regular weekend and evening work is expected with this role and hours can be scheduled anytime between 10am and midnight, so please consider this when applying to the role.

Pension

This role does not qualify for pension auto-enrolment.

Staff Benefits

- Complimentary tickets for Soho Theatre shows (subject to availability)

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

HOW TO APPLY: To apply, please complete the application form linked here. When completing your application form, please read the job description carefully. We will shortlist for the position based on how you respond to the job description and the person specification. The deadline for submitting your application is 2 June. We reserve the right to close this vacancy early if we receive a sufficient number of applications. To avoid disappointment, we encourage you to submit your application at the earliest opportunity. If you would like to submit your application in another format, or you have any questions about this role, please contact jobs@sohotheatre.com.