



JOB VACANCY
Marketing Manager
June 2025

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 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 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 and inflight.

Currently we are expanding our team, having opened our exciting new second venue in London, Soho Theatre Walthamstow, in May 2025. 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'. Sitting between the intimate spaces of Soho Theatre in Dean Street and the capital's bigger arenas, it gives audiences the perfect dedicated space to see world-class shows at mid-scale, filling an important gap in London's thriving cultural landscape.

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.

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 DESCRIPTION

Job Title:	Marketing Manager
Purpose of Job:	Oversee the marketing output for the Soho Theatre Group, including our two venues (Soho Theatre, Dean Street, and Soho Theatre Walthamstow), Soho Theatre India and other marketing projects as and when required.
Reports to:	Co-Audience & Communications Directors
Responsible for:	Communications Officers (Marketing), Communications Assistant: Marketing
Working with:	Wider Communications team including Head of Sales & Audiences, Ticketing Manager, Press Manager, Graphic Design and Digital teams
Location:	Soho Theatre, 21 Dean Street, London W1D 3NE and Soho Theatre Walthamstow, 186 Hoe Street, London E17 4QH

Overview

Our Audience and Communications team is looking for a creative and ambitious communications manager who thrives in a vibrant and fast-paced working environment. With an emphasis on leading the bigger scale campaigns across both our Soho and Walthamstow venues, as well as special projects, the role involves devising and implementing compelling and successful branding, marketing and sales campaigns to further our brand and meet sales targets.

Job Outline

Strategic Planning

- Oversee the day-to-day marketing campaigns for the Soho Theatre Group, scheduling them to ensure they are complementary and non-conflicting, and running collaboratively and effectively alongside colleagues in press and digital
- Manage the annual output for the team across these campaigns
- Manage the team across two sites at Soho Theatre and Soho Theatre Walthamstow
- Agree and manage the expectation of box office targets and marketing budgets with the Co-Audience & Communications Directors
- Maximise the use of the ticketing system for both data analysis and income optimisation
- Regularly monitor marketing activity, audience responses and sales trends; including evaluating the effectiveness of marketing campaigns via database analysis and reporting on this evaluation

Campaign Management

- Devise creative multi-channel marketing campaigns for the Soho Theatre Group, including its in-house productions and other internal and strategic campaigns that further the Soho Theatre brand
- Oversee day-to-day delivery of marketing and promotional activities for Soho Theatre's venues and Soho Theatre food & beverage offerings, including ad hoc events and other projects in development
- Lead on a variety of campaign meetings for in-house shows and events
- Work with Press & PR and Digital colleagues to ensure campaigns are coordinated and complementary and any paid digital marketing is aligned with our organic style/tone of voice
- Work with the Digital team to ensure digital marketing content is created in line with the marketing needs and brand of the company
- Develop, maintain and manage relationships with external agencies and freelancers on specific campaigns including, but not limited to, marketing and digital agencies, freelance design, marketing and press staff, photographers, videographers, and creative teams

- Oversee liaising with and support for visiting artists, companies, agents, and promoters on marketing activities and ensuring consistency of Soho Theatre's brand across comms
- Oversee the production, approvals and opinions of publicity materials including drafting copy and liaising with designers and printers
- Monitor campaign and venue budgetary expenditure and work with the Co-Audience & Communications Directors to ensure budgetary control
- Identify, grow, and manage new and potential audiences for the wide-ranging artistic programme
- Oversee marketing and segmenting audience data for targeted email campaigns
- Analyse web data and audience research to evaluate marketing campaigns and devise longer-term strategies
- Liaise with Soho Theatre departments on specific departmental publicity materials to ensure they are correctly represented and within brand guidelines
- Work with the wider Audience Team on publicising access initiatives and assisted performances, working to build these audiences

Staff Management

- Provide line management, leadership, motivation, and support to the Communications Officers: Marketing and the Communications Assistant: Marketing, and work closely with the Graphic Design department
- Delegate and manage the workloads and priorities of the department and any campaign freelancers employed
- Be responsible for staff development and training opportunities
- Deputise for the Co-Audience & Communications Directors when required
- Liaise with colleagues across departments on activity and strategy to ensure Soho Theatre's branding and messaging is consistent, providing leadership and support where required

General

- Support the Co-Audience & Communications Directors in the strategic development and delivery of Soho Theatre's business plan, including its aims, objectives, vision, brand, and profile
- Administrate all aspects of the role, including record keeping and reporting
- Support the aims and objectives of Soho Theatre both internally and externally
- Act as a spokesperson for Soho Theatre to contacts and the industry
- Take an active part in first nights, press nights, sponsors' evenings, and other events
- 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 the Communications activities
- Attend meetings with the Audience & Communications Department and other meetings as required
- Any other reasonable duties the Co-Audience and Communications Directors 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 successfully work in a fast paced, energetic, and dynamic working environment
- A creative, confident, and ambitious communicator with the ability to engage a wide range of personalities and backgrounds
- A proactive, positive, and flexible approach to work
- Highly organised and self-motivated - ability to manage self and act on initiative, working individually and as a part of a large team and able to inspire and nurture the same in others
- Friendly, helpful, and approachable
- A genuine interest in and passion for theatre and the arts, including new writing and ambitious approaches to theatre
- A genuine interest in achieving and surpassing sales targets

Skills

- Clear and accurate written and verbal communication skills, including the ability to communicate and negotiate confidentially and respectfully with colleagues, stakeholders (e.g., audiences, artists, agents, agencies and visiting companies) face to face, over the phone, on email and online
- Excellent administrative and organisational skills with the ability to prioritise and manage a workload that has multiple, varied and often competing deadlines
- A strong working knowledge of the arts sector and interest in arts communication
- A good understanding of consumer behaviour and particularly why audiences want to see a show
- A creative communicator with attention to detail, including copywriting and proofreading skills
- High level of computer literacy
- Good networking, research, and budget management skills

Experience

- Demonstrable creative marketing and administrative experience, preferably within an arts environment, such as theatre, comedy, cabaret, media, cinema, live events, festivals, or others
- Experience of effectively working on multiple (and multichannel) marketing campaigns, preferably in an arts venue or environment
- Experience of engaging a wide-ranging audience including new and existing
- Experience of working with digital and out of home agencies
- Good working knowledge of the design and print process
- Administrative experience, preferably within an arts environment
- Budget management experience
- Line management (desirable)
- Experience of Box Office or sales systems and reports, website content management systems and digital analytic programmes (such as Google Analytics)

TERMS AND CONDITIONS

Terms of Employment

This is a permanent full-time role.

Location

Soho Theatre, 21 Dean Street, W1D 3NE & Soho Theatre Walthamstow, 186 Hoe Street, E17 4QH, as appropriate or directed by your line manager

Salary

£31,000 - 37,000 per annum, depending on experience

Benefits

- 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

The full-time working week is 35 hours, plus an hour unpaid for lunch. Normal office hours are 10am-6pm Monday to Friday at Soho Theatre / Soho Theatre Walthamstow. Regular evening and weekend work will be required, and full availability in August for the Edinburgh Fringe Festival is essential for this role. 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 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.



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MAKING YOUR APPLICATION

Closing date: Monday 21st July 2025, at 10am

Interviews: 23rd to 25th July 2025

How to apply:

We prefer our application form to CVs. Please send us your application form outlining your suitability for the role, experience to date and enthusiasm for working at Soho Theatre. We will shortlist for the position based on how you respond to the job description. If you wish to attach a covering letter, please ensure it is no more than two sides of A4.

Please also complete an equal opportunities monitoring form [here](#).

Submitting an application:

We prefer applications to be sent by email. Please send your completed forms to jobs@sohotheatre.com with **MM25** 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 the HR team on 020 7478 0100 or email jobs@sohotheatre.com to discuss alternatives.

We will contact every candidate, whether they have been shortlisted for interview or not.

The deadline for submitting your application is Monday 21st July 2025, at 10am. We reserve the right to close the deadline earlier than advertised if we have received enough applications.

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