



Vacancy: Communications Manager: Marketing  
June 2026

## 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.

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.

## 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).



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## Job Description

<b>Job Title:</b>	Communications Manager: Marketing
<b>Purpose of Job:</b>	Lead and deliver the marketing output for Soho Theatre, ensuring campaigns are strategically aligned, creatively ambitious and commercially effective across both venues, touring and digital activity. The role combines hands-on campaign delivery with team oversight, driving audience growth, brand profile and box office income in close collaboration with Digital, Ticketing, Press and Design teams.
<b>Reports to:</b>	Co-Audience & Communications Directors
<b>Works closely with:</b>	Digital, Ticketing, Press, Graphic Design teams, Producers, Programming and wider organisation
<b>Location:</b>	Soho Theatre, Dean Street and Soho Theatre Walthamstow
<b>Start Date:</b>	June 2026

## Overview

The Communications Manager: Marketing sits within the Communications team, leading marketing delivery across Soho Theatre's programme. The role combines strategic planning with hands-on delivery, ensuring campaigns are integrated, audience-focused and commercially effective.

## Job Outline

### Strategic Planning

- Lead the planning and delivery of marketing activity across Soho Theatre's programme, ensuring campaigns are aligned with organisational priorities
- Manage the annual marketing output across both venues, balancing priorities across multiple shows and projects
- Work with senior colleagues to agree and manage box office targets and campaign budgets
- Collaborate with ticketing, sales, digital and press teams to support audience development and income generation
- Use audience insight and ticketing data to inform strategy and optimise performance
- Monitor and evaluate campaign performance, applying learning to future campaigns

### Campaign Management

- Devise and deliver creative, integrated marketing campaigns in alignment with the wider communications team (Digital, Press, Ticketing and Graphic Design)
- Lead campaign planning and delivery for priority shows, with a particular focus on theatre productions

- Oversee day-to-day campaign delivery across paid, CRM, partner and in-venue channels
- Ensure alignment between marketing, digital content, press activity and audience communications
- Oversee the production of marketing materials including copywriting, design and print outputs
- Manage relationships with external agencies and freelancers including designers, photographers and media partners
- Support visiting companies, artists and promoters to deliver campaigns in line with Soho Theatre's brand
- Identify and grow target audiences, including new and underrepresented groups
- Lead audience segmentation and targeted email campaigns using CRM systems
- Work with digital and ticketing teams to analyse campaign performance and optimise future activity

### **Team Leadership**

- Line manage Communications Officers (Marketing), supporting performance, development and day-to-day delivery
- Delegate workloads and manage priorities across campaigns and team members
- Foster a collaborative and high-performing team culture
- Support training and development for the marketing team and freelancers

### **General Responsibilities**

- Work collaboratively across Soho Theatre to maximise audiences, engagement and income
- Support the delivery of Soho Theatre's business plan and organisational objectives
- Ensure consistency of brand and messaging across all marketing activity
- Represent Soho Theatre with external partners, artists and stakeholders where required
- Take an active role in first nights, press nights and key events
- Champion equality, diversity, inclusion and access across all marketing activity
- Ensure effective reporting, administration and communication across the team

### **How This Role Contributes**

- Drives audience growth and ticket income across Soho Theatre's programme
- Delivers high-impact, integrated marketing campaigns across multiple artforms
- Strengthens Soho Theatre's brand profile and audience engagement
- Supports commercial decision-making through campaign insight and performance analysis
- Builds strong relationships across internal teams, artists and external partners

**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 strong interest in theatre, comedy and live performance
- A proactive and creative approach to marketing
- Ability to work at pace in a dynamic live performance environment
- Collaborative, positive and adaptable approach

### Skills

- Strong communication, copywriting and campaign management skills
- Ability to manage multiple campaigns and priorities simultaneously
- Understanding of audience behaviour and ticket sales drivers
- Confidence using CRM, ticketing and digital marketing tools
- Strong organisational skills and attention to detail

### Experience

- Experience delivering successful marketing campaigns, ideally within arts or live events
- Experience working across integrated campaigns including digital, CRM and paid media
- Experience managing stakeholders including artists and external partners
- Experience line managing or supporting junior staff
- Experience using data and insight to inform marketing decisions

## Terms and Conditions

### Terms of Employment

This is a permanent full-time role, with a three-month probation period, working from Soho Theatre & Soho Theatre Walthamstow.

### Holiday entitlement

20 days per annum plus Bank Holidays, rising to 25 days plus Bank Holidays after one full year of continuous employment.

### Salary

£35,000-£40,000 depending on experience

### Hours

The full-time working week is 40 hours, including an unpaid lunch break. Working hours are based on the needs of the building but are anticipated to be predominantly evenings/weekends. Standard office hours 10am to 6pm however the working pattern will flex across the week depending on content capture that will often necessitate later starts and finishes.

### Pension

The company operates an auto enrolment pension scheme, which you are eligible to join after three months of employment and the successful passing of your probation. This is at the rate of 3% from the employer and 5% from the employee on qualifying (banded) earnings. The Government



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will pay in 1% of qualifying earnings, which is tax relief. If you have made other arrangements, there is an option to opt out altogether.

#### **Staff Benefits**

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

#### **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.

#### **TO APPLY**

Please complete the application form linked [here](#), by 12<sup>th</sup> July 2026.

When completing your application form, please read the job description carefully.

We reserve the right to close this vacancy early.

If you would like to submit your application in another format, or you have any questions about this role, please contact [jobs@sohotheatre.com](mailto:jobs@sohotheatre.com) with **CM26** in the subject line.