

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.

Job Description

Job Title: Communications Assistant: Marketing

Purpose of Job: To provide administrative and operational support to the marketing function within the Communications team, assisting with the delivery of marketing campaigns across Soho Theatre's programme and supporting audience and sales targets.

Reports to: Co-Communications Director

Location: In person at Soho Theatre, 21 Dean Street, W1D 3NE and Soho Theatre Walthamstow, 186 Hoe Street, E17 4QH

Overview

Soho Theatre is London's most vibrant producer of new theatre, comedy and cabaret. The Soho Theatre group includes Soho Theatre, Soho Theatre Walthamstow, Soho Theatre Digital, Soho Theatre Bars and national and international touring activity.

The Communications team sits at the heart of the organisation, promoting the programme, selling tickets and telling the story of Soho Theatre's work.

Working in collaboration with colleagues across the Communications team, the Communications Assistant supports the delivery of marketing campaigns across Soho Theatre's live programme and special projects. The role provides essential administrative, organisational and campaign coordination support, helping ensure marketing activity runs smoothly and efficiently.

Job Outline

Campaign Support

- Work with colleagues across the Communications team to ensure the marketing output is cohesive within wider communications activity
- Support on the planning and delivery of marketing campaigns, across shows and wider marketing plans in line with the needs of the organisation, including press & guest nights
- Build and nurture positive working relationships with producers, artists, agents and visiting companies.
- Coordinate the collation and production of marketing materials including basic design assets for on-sales, paid advertising and email campaigns.
- Manage front-of-house marketing displays.

Digital & Communications

- Create and schedule email marketing campaigns including solus emails and contributions to weekly newsletters.
- Coordinate promotional data swaps with partner venues and promoters.
- Update event listings and content on Soho Theatre's website, ensuring consistency with Soho Theatre's tone of voice.
- Assist with gathering content for paid social media campaigns.

Sales & Campaign Monitoring

- Monitor ticket sales using the ticketing system, running reports and tracking campaign performance.
- Ensure the setup of promotional codes, offers and sales initiatives.
- Support campaign evaluation and audience insight reporting.

Administration & Campaign Delivery

- Support the delivery of paid advertising campaigns.
- Assist in the organisation of VIP, press and marketing guest nights.
- Track marketing expenditure and process invoices, supporting the monitoring of marketing budgets and campaign spend.
- Provide administrative support across the Marketing team as required.

General

- Work collaboratively across Soho Theatre to help maximise audiences, ticket sales 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.
- Understand and 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

How this role contributes to Soho Theatre

- Marketing campaigns are delivered efficiently and on schedule.
- Marketing materials are accurate, well organised and consistent with Soho Theatre's brand and tone of voice.
- Colleagues, artists and industry feel supported and confident in Soho Theatre's marketing processes.
- Sales data and campaign reporting are clear and reliable for the wider team.
- The Marketing team receives proactive and dependable support.

**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 genuine interest in and passion for live performance and the arts
- A keen interest in the work and audiences of Soho Theatre
- Friendly and proactive, with a positive and flexible approach to working

- Keen to work simultaneously across multiple projects and campaigns within a busy live performance programme
- Comfortable working independently and as part of a team
- Organised and self-motivated
- Uses initiative and good judgement in a fast-moving environment
- Discreet, tact and a sense of humour

Skills

- Confident communicator.
- Strong written and verbal communication skills.
- Strong organisational and administrative skills with attention to detail.
- Comfortable using digital tools and platforms for marketing and administration.
- Confidence working with numbers and willingness to learn how marketing budgets and campaign spend are managed.
- Able to prioritise work and meet deadlines across multiple projects.
- Strong research and information gathering skills

Experience

- Experience using digital marketing tools and platforms such as Premiere Pro, Photoshop, Canva, Microsoft Office Suite.
- Experience working in an administrative role, ideally within marketing or the arts/cultural sector
 - Soho Theatre welcomes applications from candidates with experience in other sectors who can demonstrate relevant transferable skills and a strong interest in live performance
- Knowledge of London's live performance scene, particularly new theatre, comedy and cabaret (desirable)

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 fixed term role working from Soho Theatre and Soho Theatre Walthamstow venues. The role is offered with a minimum commitment of two months – until end of May 2026 - with an opportunity to extend beyond.

Salary

£27,000 per annum pro rata

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

March 2026

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 30 March 2026.

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.