

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 Officer: Marketing
Purpose of Job:	Devising and implementing marketing campaigns for Soho Theatre's live programme and special projects, with a strong emphasis on sales and audience development.
Reports to:	Co-Communications Director
Location:	In person at Soho Theatre, 21 Dean Street, W1D 3NE and/or 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 Officer delivers distinctive marketing campaigns across Soho Theatre's live programme and special projects.

Job Outline

Campaign Management

- Plan and deliver distinctive marketing campaigns for Soho Theatre productions, co-productions and visiting shows.
- Act as a main marketing contact for visiting producers, artists and companies.
- Develop campaign positioning and messaging in collaboration with artists and producers.
- Manage campaign timelines, assets and budgets to maximise ticket sales.
- Work with the Graphic Design team to develop campaign artwork and marketing materials.
- Coordinate advertising campaigns with media agencies and industry platforms.

Digital Marketing & Content

- Deliver email campaigns including solus mailings and newsletters.
- Contribute to Soho Theatre's website including event listings and content updates.
- Work with colleagues to create engaging social media content that supports campaigns and drives sales.

Sales & Audience Insight

- Monitor sales performance using ticketing and analytics tools.
- Produce sales reports and analyse audience behaviour to inform marketing activity.
- Coordinate ticket allocations, promotions and offers with ticket agents and partners.

Collaboration & Projects

- Work closely with colleagues across the organisation to promote Soho Theatre's programme.
- Support marketing activity for touring productions, Edinburgh Festival Fringe and other projects.
- Provide communications support to other departments where required.

General

- Work collaboratively with Soho Theatre group to achieve and maximise audience and sales targets alongside box office 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.
- 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.
- The role may require travel to Edinburgh Festival Fringe, other festivals and touring venues to support or lead on the marketing campaigns for Soho Theatre productions

How this role contributes to Soho Theatre

- Successful delivery of marketing campaigns that drives ticket sales and audience engagement.
- Strong relationships with artists, producers and visiting companies.
- Creative campaign ideas that reflect Soho Theatre's distinctive voice.
- Effective use of audience insight and data to inform marketing decisions.
- Positive contribution to the Communications team and wider organisation.

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
- Able to manage multiple campaigns simultaneously within a busy live performance programme
- Friendly and proactive, with a positive and flexible approach to working with colleagues, artists and industry
- Comfortable working independently and as part of a team
- Highly organised and self-motivated
- Uses initiative and good judgement in a fast-moving environment
- Discreet, tact and a sense of humour

Skills

- Confident communicator with the ability to engage with a wide range of personalities and backgrounds
- Excellent written and verbal communication skills
- Excellent organisational skills and attention to detail
- Comfortable using digital tools and platforms for marketing and administration
- Able to prioritise work and meet deadlines across multiple campaigns
- Budget management
- Strong research and information gathering skills

Experience

- Demonstrable experience of marketing within live performance, arts, culture or related sectors
- Experience managing multiple campaigns or projects simultaneously
- Experience using digital marketing tools and platforms (eg email marketing, paid social media, website CMS or analytics)
- An understanding of how to engage a wide-ranging audience including existing and new audiences
- Knowledge of London's live performance scene, particularly new theatre, comedy and cabaret (desirable)
- Experience working within an arts festival or touring environment (desirable).
 - Soho Theatre welcome applications from candidates with experience in other sectors who can demonstrate relevant transferable skills and a strong interest in live performance.

Terms of Employment

This is a permanent role working from Soho Theatre's live performance venues year-round

Salary

£29,000-30,500 per annum

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 jobs
- 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.