



JOB VACANCY

Digital Content Officer: Soho Theatre & Walthamstow

July 2026

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 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 have close links with the Melbourne International Comedy Festival. We 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, on TV and inflight and streamed from our website.

We recently opened our new second venue in London, Soho Theatre Walthamstow to great acclaim. 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 960-capacity venue for world-class comedy, panto, performance and participation – a 'local theatre with a national profile'.

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.



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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

Job Title:	Digital Content Officer, Soho Theatre (W1) & Soho Theatre Walthamstow (E17)
Reports to:	Head of Digital
Key Internal Contacts:	Campaigns & Editorial Officer; Communications, Programming, Creative Engagement, Box Office and venue teams (inc Food & Beverage); artists and creatives.
Key External Contacts:	Neighbouring commercial units, contractors, suppliers
Location:	Soho Theatre, 21 Dean Street W1D 3NE & Soho Theatre Walthamstow, 186 Hoe Street, E17 4QH
Start Date:	July 2026

Overview

We're looking for someone who can capture what Soho Theatre feels like. Working across a vibrant, live festival programme, this role creates social-first content that is immediate, human and engaging, bringing our artists, audiences, spaces and wider work to life beyond standard assets.

This is a hands-on content creation role requiring strong creative instincts, excellent judgement and the ability to produce engaging content at pace in a live environment.

Job Outline

Content Creation & Video production

- Film, edit and produce social-first video and visual content (including stills) across Soho Theatre's programme, events and wider organisational activity.
- Deliver a consistent volume of high-quality, accessible, engaging content that reflects the pace and breadth of the organisation's work
- Create content that goes beyond standard campaign assets, building audience connection through humour, access, atmosphere, personality and storytelling.
- Repurpose existing footage into platform-native content across digital channels.
- Support artist/staff takeovers with clear guidance and quality control.

Formats, ideas & storytelling

- Develop repeatable content formats and series that build and deepen audience connection and strengthens Soho Theatre's digital presence.
- Identify and capture compelling moments, shaping them into engaging content for different platforms.
- Contribute storytelling ideas across programme activity, Creative Engagement, talent development, F&B/venue life, touring, international work and audience experience, and wider organisational activity.

On-the-ground capture

sohotheatre.com | sohotheatre.com/player/ | [@sohotheatre](https://twitter.com/sohotheatre) | [@sohotheatreindia](https://twitter.com/sohotheatreindia)



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- On-the-ground content capture (stills, video) across Soho Theatre & Soho Theatre Walthamstow and wider organisational activity, including festivals such as Edinburgh Fringe
- Capture rehearsals, events, press + guest nights, artist moments, venue activity and reactive opportunities as they arise, within agreed priorities.

Campaign collaboration

- Work closely with the Campaigns & Editorial Officer to deliver campaign priorities through content, this includes management and scheduling of content across channels
- Align content output with wider Communications campaigns and priorities across Press, Marketing and Design
- Monitor performance and audience insights and use analytics to inform content decisions
- Respond quickly to live moments with reactive content
- Support the delivery of content across Soho Theatre's digital platforms

General responsibilities

- Work collaboratively across Soho Theatre to support audience engagement, ticket sales and wider organisational priorities.
- Support Soho Theatre's aims and objectives internally and externally
- Attend relevant meetings, events and activities as required.
- Uphold Soho Theatre's commitments to equality, diversity, inclusion and access.

**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

Essential Experience

- Experience creating content for social platforms
- Experience filming and editing in live or fast-paced environments

Personal Qualities

- Good understanding of and enthusiasm for Soho Theatre's work, audiences, and tone of voice.
- Creative, curious and instinctively drawn to moments worth capturing
- Proactive and self-starting - able to work independently and can respond quickly to change
- Comfortable working at pace in live environments
- Collaborative and personable, able to work effectively with artists, audiences, colleagues and external partners

Skills

- Strong filming and editing skills, with a focus on fast-turnaround content creation.
- Ability to create engaging, platform-native content
- Strong creative judgement and understanding of engaging digital content
- Ability to work quickly and consistently across a high volume of activity
- Strong organisational skills and attention to detail
- Understanding of accessibility best practice for digital and social content

Desirable

- Experience producing content across multiple projects simultaneously.
- Experience working in arts, entertainment, culture or similar sectors is desirable



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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.

Salary

£29,000-31,000

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 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 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 (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