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.

Communications Assistant: Marketing

Job Description

Job Title:	Communications Assistant: Marketing
Purpose of Job:	To provide organised, accurate support that keeps marketing campaigns on track and helps audiences discover Soho Theatre's work
Reports to:	Communications Manager: Marketing
Working closely with:	Audience & Communications team, programming and producing teams, operations and Food & Beverage teams
Location:	This is an on-site role based across Soho (W1) and Walthamstow (E17); it is not a hybrid role. Evening and weekend work will be required where necessary, with shifted hours or TOIL.

Job Outline

This is the role that keeps marketing campaigns organised, accurate and moving - helping the right audiences find the right shows at the right time**.**

This is an administrative and delivery-focused role, working to agreed briefs and priorities and providing day-to-day administrative and practical support to the marketing team.

The post holder helps keep campaign activity clear, coordinated and on schedule: gathering information and assets, supporting email and website updates, monitoring sales and campaign performance, keeping records accurate, and making sure useful marketing information reaches the right people at the right time. They will work to agreed briefs and priorities, with guidance from the Communications Manager: Marketing and wider Communications colleagues.

Duties & Responsibilities

Support joined-up campaigns

- Provide administrative and practical support for marketing campaigns across Soho Theatre's venues and wider programme of activity.
- Help marketing activity reflect the full breadth of Soho Theatre: new theatre, comedy, cabaret, artists, Labs and Creative Engagement, venues, touring, international work, Food & Beverage and the wider organisation's brand and tone of voice.
- Support the planning and delivery of marketing campaigns for shows, seasons, festivals, offers, venue activity and wider organisational priorities, including press and guest nights.
- Build and maintain positive working relationships with producers, artists, agents and visiting companies, helping gather information, assets and approvals where needed.
- Coordinate the collation and production of marketing materials, including basic design assets for on-sales, paid advertising, front-of-house activity and email campaigns.
- Manage front-of-house marketing displays, keeping materials accurate, current and well presented.

Marketing inbox and enquiries

- Monitor the shared Marketing inbox, responding to straightforward enquiries and directing messages to the right person promptly.
- Use agreed information, templates and tone of voice when replying to routine queries, checking or escalating anything that needs further input.
- Keep inbox folders, records and follow-up actions clear, current and useful for the Marketing team.
- Flag useful information from the inbox, including artist updates, producer queries, partner requests, audience feedback and campaign opportunities.
- Help make sure marketing requests, assets and approvals are followed up and passed on to the relevant colleagues in good time.

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.
- 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.
- 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.

Sustainability

- Support Soho Theatre's environmental and sustainability objectives across production activity.
- Encourage sustainable approaches to production and visiting-company activity.
- Support the reuse, recycling and responsible disposal of scenery, props and production materials where appropriate.
- Contribute to Soho Theatre's implementation of Theatre Green Book principles.

General

- Support the aims and objectives of Soho Theatre both internally and externally, including promoting diversity in the workplace and cultivating an inclusive work environment.
- Work collaboratively to support audiences, ticket sales, bar income and wider organisational priorities. to ensure consistency across both venues.
- Participate as a member of the team and attend relevant internal meetings and training sessions as required.
- Undertake any other duties as appropriate to the role and as agreed with Line Manager or senior leadership.

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 & Skills

- Ability to work at pace in a dynamic live performance environment
- Collaborative, positive and adaptable approach
- Excellent organisational and administrative skills, with strong attention to detail, discretion, tact and a sense of humour.
- Clear, accurate and friendly written and verbal communication.
- Good judgement: able to work independently where appropriate, recognise what needs checking and escalate issues clearly.
- Ability to keep on top of competing tasks, follow up and meet deadlines across multiple projects and campaigns in a busy live performance environment.
- Confidence using digital tools and platforms for marketing, administration and collaboration, including Microsoft Office.
- Comfortable working with numbers, campaign information and basic reporting, with willingness to learn how marketing budgets and campaign spend are managed.
- Strong research and information-gathering skills.

Experience

- Experience of administration in a fast-moving environment.

Desirable Experience

- Experience working across multiple venues, sites or operational teams.
- Experience of working in a theatre, live performance, the arts or a comparable creative environment.
- Experience updating websites, listings, email marketing platforms or customer-facing digital content.
- Experience using or supporting design, content or marketing tools such as Canva, Photoshop, Premiere Pro, email platforms, ticketing systems or reporting dashboards.
- Experience monitoring sales, marketing campaigns, audience data or basic performance reports.

Terms and Conditions

Contract:	Permanent, Full Time
Salary:	£27,500 per annum / pro rata
Location:	Soho Theatre, 21 Dean Street, London W1D 3NE, and Soho Theatre Walthamstow, 186 Hoe Street, London, E17 4QH
Hours:	35 hours per week over five days, Monday to Friday.
Probation:	3 months
Holiday:	20 days per annum plus Bank Holidays, rising to 25 days plus Bank Holidays after one full year of continuous employment.
Pension:	Soho Theatre operates a workplace pension scheme with automatic enrolment for eligible employees in accordance with statutory requirements.
Staff Benefits:	Complimentary tickets for Soho Theatre shows Employee Assistance Programme Staff discount at Soho Theatre Bar and participating local businesses Season ticket and Cycle to Work loans Seasonal flu jabs Training and development opportunities

How to Apply

To apply:	Please complete the application form linked here When completing your application form, please read the job description carefully We reserve the right to close this vacancy early if we receive a sufficient number of applications.
Closing date:	Sunday 1st November 2026
Equal opportunities:	Soho Theatre is an equal opportunities employer. We welcome applications from all backgrounds and offer reasonable adjustments throughout the recruitment process. Please let us know if you need any support to apply or attend an interview.

If you would like to submit your application in another format, or you have any questions about this role, please contact jobs@sohotheatre.com with the job title in the subject line.