

APPLICATION PACK: DIGITAL MARKETING OFFICER



Dear Potential Applicant,

Thank you for taking a look at this application pack.

Who we are

Arcola is one of London's leading Off West End theatres. Locally engaged and internationally minded, we stage a diverse programme of plays, operas and musicals in our two studio theatres. Over 60,000 people watch our shows each year.

Where we're at

This is a really exciting time to join Arcola. We have recently moved to producing or co-producing almost all of our shows in-house, enabling an unprecedented amount of creative control over campaigns and strategy.

In the last couple of months we have sold out runs in both studios with *The Secret Lives of Baba Segi's Wives* (★★★★★ "Nothing short of spectacular" - *The Guardian*) and *The Daughter-in-Law* (★★★★★ "A first-rate revival of a major play" - *The Guardian*). Several Arcola productions are returning in the autumn due to popular demand, including *The Plague* and *New Nigerians*, which will also tour the UK.

In the last year we have won the UK Theatre Promotion of Diversity award, The Stage Sustainability award and the Off West End award for Most Welcoming Theatre. Our Participation department has created over 13,500 creative opportunities for the people of Hackney and beyond. Our ticket prices remain some of the lowest in London (all £10-£26), and our weekly Pay What You Can scheme has continued to remove financial barriers to accessing the arts.

Who we're looking for

We're looking for someone with the energy and ideas to revolutionise Arcola's use of digital. Someone who's a charismatic communicator on social media, capable of engaging a large and diverse audience; who relishes the opportunities presented by data and analytics to get the right messages to the right people; and who can use their computer to change whether, and how, people experience theatre.

We're a small, committed team that's open to big ideas. If you think you could make a difference to Arcola's digital communications and marketing, please do apply.

We look forward to hearing from you.

Dr Ben Todd
Executive Director

Digital Marketing Officer

Responsible to: Marketing Manager



Main responsibilities

- 1. To be the voice of Arcola on social media.**
 - Devising and overseeing the social media campaign for each production to maximise engagement, attendance and revenue.
 - Creating posts and graphics.
 - Developing and monitoring social and digital advertising campaigns.
 - Utilising photo and video content.
 - Co-ordinating social swaps with other theatres and relevant organisations.
 - Supporting the promotion of Arcola's ticket schemes, Participation projects, Bar, Supporters scheme, space hire, aims and achievements.
 - Cultivating followers on Arcola's Facebook, Twitter and Instagram channels.
 - Responding to mentions and audience enquiries.
 - Ensuring consistent, engaging and accessible voice and tone.
 - Identifying opportunities from new platforms and technologies.
 - 2. To lead on the theatre's email communications.**
 - Creating e-flyers, a weekly e-newsletter and a monthly Young Arcola e-newsletter.
 - Designing and managing automated pre- and post- show emails.
 - Sending audience feedback forms.
 - Co-ordinating PS swaps with other theatres and relevant organisations.
 - 3. To update the theatre's website, ticketing system and foyer displays.**
 - Creating and updating pages on Arcola's Wordpress website.
 - Setting up offers in Spektrix, Arcola's ticketing system.
 - Creating graphics for Front of House TV displays.
 - 4. To utilise and evaluate data for marketing and audience development.**
 - Segmenting customer data.
 - Utilising segments and analytics to optimise
 - targeted advertisements on Facebook, Google AdWords and other platforms (including SeeLocal);
 - Arcola's website;
 - Arcola's email communications;
 - Arcola's social media.
 - Reporting on audience feedback, trends and campaign results, including to the Marketing Manager and Executive Producer.
- To deputise for the Marketing Manager when required: taking control of campaigns, managing budgets, liaising with companies and managing casual staff.
 - Any other reasonable duties that arise to fulfil the objectives of Arcola Theatre.

Person specification

Essential

- An imaginative approach to digital marketing and communications.
- Experience of managing social media channels.

- A proven track record of devising and delivering successful social advertising campaigns.
- Experience of utilising data and analytics to drive engagement and revenue.
- Ability to create captivating graphics, adhering to Arcola's house style.
- Excellent communication and interpersonal skills.
- Excellent copywriting and proofreading skills.
- Strong organisational skills with the ability to manage and prioritise tasks under pressure.
- Creative flair, and a good eye for design.

Desirable

- Experience with Adobe InDesign, Photoshop and Illustrator.
- Experience with Wordpress.
- Experience with Mailchimp or Dotmailer.
- Experience with Spektrix or another ticketing system.
- Experience with SurveyMonkey.
- Ability to write / edit some HTML and CSS.
- Results-oriented and self-motivated.
- Collaborative and a strong team-player.
- A passion for the work produced at Arcola Theatre, and its core mission.

Job summary

Salary: £21,000 - £24,000 per annum, depending on experience.

Contract: Permanent (1 year fixed-term, with intention to extend).

Hours: Full Time. Office hours are 9.30am to 6pm Monday to Friday. We offer flexible working where possible. Occasional evening or weekend work may be required. All Arcola staff are expected to attend performances and to be a part of the artistic life of the organisation.

Holiday: 28 days per annum, including public holidays.

Overtime: No overtime payments; we operate a Time Off In Lieu (TOIL) system.

Pension: Arcola operates a pension scheme with the NEST Ethical Fund. You may opt to contribute 5% of basic pay and Arcola will make a matching contribution.

Benefits include: Complimentary tickets for performances; staff discount at Arcola Bar and Café.

Probation period: 3 months.

Notice period: 1 month.

Location: Arcola Theatre, 24 Ashwin Street, Dalston, London E8 3DL. The theatre is fully wheelchair accessible.

How to apply

Please [complete an application form](#).

Then return it to jobs@arcolatheatre.com with **Digital Marketing Officer Application** in the subject line.

Alternatively you can return it via post to: Recruitment, Arcola Theatre, 24 Ashwin Street, London E8 3DL.

Deadline: 10am, Tuesday 28 August

PLEASE NOTE: we may close applications / recruitment early if deemed necessary.