

APPLICATION PACK: MARKETING MANAGER



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 to lead Arcola's marketing department through its next chapter, and to bring fresh ideas and energy to take Arcola further. Someone who can organise and inspire teams to deliver outstanding campaigns, maintain and build strong customer relationships, and help us to produce more ambitious work by driving new revenue and reach.

Our ideal candidate will be resourceful, strategic, collaborative, highly-organised and highly-motivated. They will be excited by the relationship between art and audiences; theatre and the wider world. They will relish the chance to develop big ideas in a small, committed team, and to deliver multiple projects at once.

If this sounds like you, please do get in touch. We've got some very exciting plans for the coming months and years, and our new Marketing Manager will be at the forefront of making them happen.

Dr Ben Todd
Executive Director

Marketing Manager

Responsible to: Executive Producer

Responsible for: Digital Marketing Officer, Theatre Promoters



Main responsibilities

- 1. To lead on the marketing campaigns for Arcola productions and seasons.**
 - Setting budgets and strategy for each production to maximise attendance and revenue.
 - Monitoring sales.
 - Managing all marketing expenditure.
 - Evaluating campaigns against sales and audience development targets.
 - Overseeing effective
 - Copy and artwork;
 - Print publicity;
 - Photo and video content.
 - Overseeing all advertising - including print, digital, social and outdoors.
 - Appointing and liaising with external PR agents.
 - Co-ordinating programmes, playtexts and show merchandise.
 - 2. To lead on the theatre's ticketing, sales and audience development strategies.**
 - Cultivating and retaining diverse audiences.
 - Agreeing pricing, yield, attendance targets and departmental budgets with the Executive Producer.
 - Optimising ticket prices, bands, concessions and schemes (such as Arcola Passport).
 - Devising, promoting and evaluating ticket offers.
 - Exploring new revenue opportunities, including through partnerships and third-party box offices.
 - 3. To raise the profile of Arcola Theatre and develop its brand identity.**
 - Promoting Arcola's aims and achievements locally, nationally and internationally.
 - Supporting the promotion of Arcola's Participation projects, Bar and Supporters scheme.
 - Being the Arcola's brand guardian, ensuring adherence to guidelines and house style.
 - 4. To manage staff.**
 - Managing the full-time Digital Marketing Officer, maximising engagement, reach and revenue from digital platforms.
 - Managing a team of casual Theatre Promoters to distribute print publicity and engage with the local community.
 - 5. To understand and care for relationships with artists and audiences.**
 - Supporting the marketing needs of co-producers and visiting companies wherever possible.
 - Supporting effective communication with Arcola Supporters and audiences, working with the Digital Marketing Officer and the Front of House and Box Office team to deliver excellent visitor experience.
 - Organising press night invitations.
 - Co-ordinating post-show discussions.
 - Overseeing general marketing enquiries.
- Any other reasonable duties that arise to fulfil the objectives of Arcola Theatre.

Person specification

Essential

- A proven track record of devising and delivering successful marketing campaigns.
- Experience of working to ambitious sales targets and maximising revenue.
- An imaginative approach to marketing and communications.
- Excellent organisational skills with the ability to delegate, manage and prioritise tasks under pressure.
- Excellent communication and interpersonal skills.
- Strong copywriting and proofreading skills.
- A good eye for design.
- Accurate financial planning and reporting skills.

Desirable

- At least 2 years professional employment in arts marketing.
- Experience in a management or leadership role.
- Experience of developing sales, ticketing and/or audience development strategies in the performing arts.
- Experience of managing budgets.
- Experience with Spektrix or another ticketing system.
- Experience of working with relevant PR agents, photographers and/or videographers.
- Experience of working in an arts / theatre building.
- Knowledge of the demographics of Hackney and surrounding areas.
- Knowledge of theatres and other relevant organisations in East London, London and the UK.
- 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: £25,000 - £28,000 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 in probation period, 2 months thereafter.

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 **Marketing Manager 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.