



About Arcola Theatre

Arcola produces daring, high-quality theatre in the heart of East London and beyond.

We **CREATE** trailblazing theatre for all.

In our two performance spaces (capacity 200 and 100), Arcola commissions and premieres exciting, original works alongside rare gems of world drama and bold new productions of classics.

Our socially-engaged, international programme champions diversity, challenges the status quo, and attracts over 65,000 people to our building each year.

Ticket prices are some of the most affordable in London, and our long-running Pay What You Can scheme ensures there is no financial barrier to accessing the theatre.

“Arcola Theatre brings the very best of the world’s performing and visual arts to the people of the world living and working in London.” —The Guardian

In the last year, our productions have included:

- the European premiere of Lapine and Finn’s *Little Miss Sunshine: A Road Musical*, directed by Artistic Director Mehmet Ergen, which is now touring the UK;
- the first London production in 15 years of D.H. Lawrence’s play *The Daughter-in-Law*, directed by Associate Director Jack Gamble, which played two sold-out runs;
- a new stage adaptation of Lola Shoneyin’s novel *The Secret Lives of Baba Segi’s Wives*, directed by Femi Elufowoju jr (“Nothing short of spectacular, 5 stars” – *The Guardian*);
- a contemporary staging of Benjamin Britten’s *The Rape of Lucretia*, directed by Julia Burbach, which won the 2019 Off West End Award for Best Opera Production.

“Arcola is one of the great success stories of the British Theatre.” – The Stage

We **ENABLE** new and diverse talent.

Arcola finds, nurtures and empowers the next generation in theatre.

Since opening in 2000, we have supported thousands of artists, technicians, stage managers, producers, front-of-house staff and administrators to develop their skills and careers. Alecky Blythe, Rebecca Lenkiewicz and Barney Norris’ first plays were produced at

Arcola. Arinzé Kene started acting in our youth theatre; Wunmi Mosaku made her stage debut here. Aml Ameen, Zawe Ashton, Mike Bartlett, Polly Findlay, Lucy Kirkwood, Lynette Linton, Michael Longhurst and Lindsey Turner all worked at Arcola at the start of their careers.

Our annual Grimeborn Festival unlocks opera for everybody. We give young and diverse companies a platform to embark on bold artistic ventures. Contemporary stagings and affordable ticket prices make opera accessible for the many.

Arcola's Playwrought scheme provides opportunities for writers to develop new scripts for production, while Arcola Academy empowers young people to build their futures within the arts.

Through Arcola Lab, we offer 26 weeks of free rehearsal space every year to BAME and refugee artists. In 2017, we won the UK Theatre Award for Promotion of Diversity.

"Arcola's ethos and welcome lets BAMER artists know this theatre is for everyone, not just the privileged few." —Cathy Tyson, Pitchlake Productions, Arcola Lab participant

We EXPAND opportunities for everyone to make theatre.

Arcola Participation creates over 13,500 creative opportunities every year for the people of Hackney and beyond – including through our youth theatres, courses, and pioneering Queer, Womens', 50+ and Mental Health community theatre companies. Every year, we showcase original productions by these companies in our Creative Disruption Festival. In 2017 we won the Adiaha Antigha Award for Most Imaginative Approach to Outreach.

"Arcola has changed my life for the better." – Frank, Arcola Youth Theatre Member

We IMAGINE and build a sustainable future.

Arcola aims to be the world's first carbon-neutral theatre. Our environmental sustainability initiatives, developed with our sister company Arcola Energy, are internationally renowned. In 2018 we won The Stage Sustainability Award in recognition of our ongoing attempts to reduce carbon emissions and raise awareness of climate emergency.

"Arcola's plans set the gold standard to which all venues should aspire." – Mark Watts, Sustainability Advisor to the Mayor of London

The Near Future

This is a hugely exciting time to join Arcola. We have recently transitioned to producing or co-producing almost every show in our programme, affording greater artistic involvement in the work we stage. In the last year we have started to tour our productions for the first time

(*New Nigerians* and, currently, *Little Miss Sunshine*). We have also just announced Arcola's first ever production at the Edinburgh Festival Fringe: *Until The Flood* at the Traverse Theatre. Our upcoming autumn season includes a co-production with one of the largest theatre companies in the world. Next year will be our 20th anniversary, and we will be marking the occasion with a year-long season of productions, including brand new commissions from major playwrights.

Who We Are Looking For

We're looking for someone to lead our Communications and Marketing department through its next chapter, driving sales and connecting people to the work of Arcola Theatre.

Our ideal candidate will be proactive, collaborative, highly-organised and highly-motivated. They will relish the chance to grow ambitious plans in a committed team, to think creatively and strategically, 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 Communications and Marketing Manager will be at the forefront of making them happen.



Job Description

COMMUNICATIONS AND MARKETING MANAGER

Reporting to: Executive Producer

Responsible for: Communications and Marketing department (1 or 2 full-time members of staff, to be recruited with the successful candidate when they are in post).

Purpose

Lead Arcola's Communications and Marketing department to drive sales, ensure effective project communications and support organisational development.

1. Drive sales, devising and delivering effective marketing campaigns for Arcola productions.

- Identify target audiences.
- Devise, implement and monitor strategies to maximise attendance and revenue.
- Set and manage budgets.
- Ensure effective copy.
- Organise the creation of effective artwork and assets.
- Co-ordinate announcements and online listings.
- Manage the development and distribution of posters and flyers.
- Oversee all advertising – including print, web, social and outdoors.
- Invent, promote and evaluate ticket offers.
- Oversee show merchandise opportunities, including programmes and playtexts.

2. Manage project communications, involving and coordinating key stakeholders.

- Collaborate with **co-producers** on campaigns and strategy.
- Appoint and work with freelance **designers, photographers** and **videographers**.
- Liaise with **external agencies**, including **PR officers**.
- Manage relationships with **third-party ticket agencies / box offices**, co-ordinating and commissioning assets as required.
- Support **visiting producers** in the development of their marketing campaigns, overseeing progress and offering advice where required.
- Maintain cross-marketing relationships with **similar organisations**.
- Work closely with the **Artistic Director** and **Executive Producer**, offering reports and insight.
- Liaise with **artists** and **agents** where required.
- Ensure accurate billing of **sponsors** and **supporters**.

3. Support Arcola Theatre's organisational communications and development.

- Deliver effective and engaging email newsletters.
- Oversee social media strategy and channels.
- Oversee feedback surveys.
- Segment and utilise audience data.
- Support the development of press releases and blog posts.

APPLICATION PACK – COMMUNICATIONS AND MARKETING MANAGER

- Support press night organisation.
- Support efforts to increase awareness and visibility of Arcola Theatre, Participation and Bar.

General

- Be knowledgeable about the full range of Arcola Theatre activities.
- Represent Arcola Theatre in a professional manner, be it on the phone, in writing or in person.
- Work with Arcola Theatre and partner organisations to deliver the best possible outcomes for the organisation.
- Any other reasonable duties that arise to fulfil the objectives of Arcola Theatre.

Person Specification

Essential

- At least 3 years' experience of working in a professional theatre / arts organisation, and/or in a similar communications and marketing role.
- A proven track record of devising and delivering successful marketing campaigns, working to ambitious sales targets and maximising revenue.
- A proven track record of overseeing social media channels **and** successful social media advertising campaigns.
- Excellent people-management, communication and interpersonal skills.
- Excellent time-management and organisational skills, with the ability to delegate, manage and prioritise tasks under pressure.
- Strong copywriting and proofreading skills.
- Accurate data analysis and reporting skills.
- Accurate financial planning and reporting skills.
- Knowledge of digital marketing tools and trends.
- An imaginative approach to communications and marketing.

Desirable

- Experience in a management or leadership role.
- Experience with Spektrix or a similar ticketing system.
- Experience with Dotmailer or a similar email marketing platform.
- Knowledge of theatre PR agents, photographers and/or videographers.
- Knowledge of the demographics of Hackney and surrounding areas.
- Knowledge of theatres and other relevant organisations in East London, London and the UK.
- A good eye for design.
- Results-oriented and self-motivated.
- Collaborative and a strong team-player.
- Experience of the work produced at Arcola Theatre and its core mission.

Job Summary

- **Salary:** £28,000 – £35,000 per annum, depending on experience.
- **Contract:** Permanent (1 year fixed-term, with intention to extend).
- **Hours:** Full Time. Office hours are 09:30-18:00, Monday to Friday. 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:** 2 months.
- **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 **Communications and Marketing Manager Application** in the subject line. Alternatively you can return it via post to: Recruitment, Arcola Theatre, 24 Ashwin Street, London E8 3DL.

We will review applications on a rolling basis and appoint when we find the right candidate.

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