



Head of Communications and Marketing

Arcola Theatre is recruiting for a new **Head of Communications and Marketing**. Could it be you?

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 tens of thousands of 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

“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 Lyndsey 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 BAME 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, enabling close artistic involvement with 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 opened Arcola's first ever production at the Edinburgh Festival Fringe – *Until The Flood* at the Traverse Theatre – to universal critical acclaim. Our upcoming autumn season includes a co-production with one of the largest theatre companies in the world, the RSC. 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 an ambitious, artistic leader of Arcola's Communications and Marketing department.

Our ideal candidate will be highly creative, with an inventive and proactive mind.

They will have outstanding communication skills, verbally and visually, with the ability to engage and inspire people.

They will be highly strategic and resourceful, able to drive positive change.

And they will have a strong affinity with the mission, work and values of Arcola Theatre.

This is the perfect role for someone passionate about bringing theatre and people together. Someone with the leadership skills, and the creative mindset, to grow Arcola's reach and impact.

This role will include

- Leading on artistic messaging, interpreting and connecting plays and seasons to a wide range of audiences.
- Leading our marketing and PR campaigns, and a team (in-house and freelance) to deliver them.
- Developing and growing Arcola's Communications and Marketing department.
- Working closely with senior management on Arcola's organisational development.
- Contributing to the artistic excellence of Arcola Theatre.

The Communications and Marketing Manager will manage one or two full-time members of staff, to be recruited with the successful candidate once they are in post.

Person Specification

Essential skills and experience

- A strong track record of implementing and evaluating communications, marketing (including digital marketing) and audience development strategies for arts activities.
- The ability to develop and implement a strong, creative vision for Arcola's communications and marketing.
- Excellent leadership and interpersonal skills, with the ability to manage and grow teams.
- Outstanding verbal, written and visual communication skills.
- Excellent time management and organisational skills.
- Strong IT skills.
- An approachable, professional attitude.
- An affinity for the mission and work of Arcola Theatre.

Desirable skills and experience

- Knowledge of the wider theatre/arts landscape and current trends.
- Experience with PR and press releases in an arts context.
- Experience with social media and of digital marketing tools/trends.

- Experience of budgeting efficiently.
- Knowledge of Spektrix or a similar box office / ticketing system.
- Knowledge of Dotmailer/Dotdigital or a similar email marketing platform.

Job Summary

- **Salary:** £32,000 to £35,000 per annum.
- **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

To apply, please send your CV and a covering letter demonstrating how your experience, skills and qualities make you the ideal candidate for this role to jobs@arcolatheatre.com.

Please also complete and attach an [Equal Opportunities form](#).

The deadline for applications is **10am on Monday 16 September 2019**. Interviews will be held in the week commencing 23 September.

We look forward to hearing from you.



Leyla Nazli
Executive Producer