



## Communications and Marketing Officer

Arcola Theatre is recruiting for a new **Communications and Marketing Officer**. 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 people to develop their skills and 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+, Turkish 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 *Little Miss Sunshine*). We also presented Arcola's first ever production at the Edinburgh Festival Fringe in August this year – *Until The Flood* at the Traverse Theatre – to universal critical acclaim. Our autumn season, which opened in September, includes a co-production with the Royal Shakespeare Company. 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.

This is also an exciting time to join Arcola's Communications and Marketing department. We have committed to significant investment in the department, enabling us to:

- refresh our activity with new leadership from a Head of Communications and Marketing;

- expand our capacity with three full-time members of staff;
- incorporate public relations into our in-house activity, with support and training from an experienced external PR agent.

### Who we are looking for

We're looking for a creative and proactive individual who will use their energy and ideas to support and contribute to the Communications and Marketing team.

Our ideal candidate will be organised and motivated, with the ability to work both independently and collaboratively.

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 contribute to multiple projects at once.

This is the perfect role for someone who is passionate about bringing theatre and people together and would like to develop their skills in an exciting new role.

### This role will include

- Supporting the delivery of marketing and PR campaigns for Arcola productions and seasons, including management of some campaigns and relationships with press contacts.
- Creating imaginative, high-quality content by engaging closely with the artistic programme and working with co-producers.
- Running Arcola's social media channels, developing and conveying the theatre's tone of voice, cultivating followers and responding to audience enquiries.
- Coordinating Arcola's email communications, including pre- and post-show emails.
- Updating the theatre's website, ticketing system and front of house displays.
- Coordinating content for programmes, cast sheets and other print material.
- Supporting the promotion of Arcola's wider activity including Participation projects, Bar and Supporters scheme.
- Working collaboratively with other members of the marketing and communications team, and the rest of the organisation, to ensure the success of the department and its activity.
- Any other reasonable duties that arise to fulfil the objectives of Arcola Theatre.

The Communications and Marketing Officer will report to the Head of Communications and Marketing and work closely with a Communications and Marketing Manager, who is currently being recruited.

## Person Specification

### **Essential**

- An imaginative approach to marketing and communications.
- Experience of creating highly engaging posts on social media.
- Strong copywriting skills.
- A creative flair and an eye for design.
- Good time management and organisational skills.
- An approachable, professional attitude and a willingness to ask for help where necessary.
- An interest in the mission and work of Arcola Theatre.

### **Desirable**

- An interest in theatre, music, film, dance, art, popular culture.
- A desire to discover and engage with new social media tools and trends.
- Experience of working on marketing and/or PR campaigns.
- Experience using Adobe InDesign, Photoshop, Illustrator or a similar design tool.
- Experience using WordPress or equivalent website CMS.
- Experience using an email marketing platform.

## Job Summary

- **Salary:** £21,000 to £24,000 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:** 1 month.
- **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](mailto:jobs@arcolatheatre.com).

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

The deadline for applications is **10am on Monday 9 December 2019**. Interviews will be held in the week commencing 16 December.

We look forward to hearing from you.

A handwritten signature in black ink, appearing to be 'Leyla Nazli', written over a horizontal line.

Leyla Nazli  
Executive Producer