



arcola
theatre



Job Pack

Marketing and Communications Manager

Permanent

ABOUT ARCOLA THEATRE

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

We **CREATE** trailblazing theatre for all.

Across our indoor and outdoor spaces, 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.

During the pandemic, Arcola built Arcola Outside as a safer place for audiences to enjoy live performance. Designed by the multi-award-winning Jon Bausor (London 2012 Paralympics Opening Ceremony), our new space is 60 metres from the theatre's main building on Ashwin Street. Home to our Today I'm Wiser festival last summer, it will remain a cultural hub in the heart of Dalston for years to come.

Over the next few months, we will be undertaking some important renovations to improve the in-person experience of visiting Arcola Theatre for audiences, artists, and staff. We will recommence performances in our main building next year with shows in Studio 1 (seating 197) and will be announcing our 2022 season in February.

In 2020, we were awarded the Off West End Award for Special Achievement, which came in the same year we were marking our 20th Anniversary.

"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

Below: Arcola Outside - Photo: David Monteith-Hodge / Photographise
Front Page: *Little Miss Sunshine* - Photo: Manuel Harlan



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, 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.

Playwrought provides opportunities for writers to develop new scripts, 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 global majority and refugee artists. In 2017, we won the UK Theatre Award for Promotion of Diversity.

"Arcola's ethos and welcome lets people from the global majority and refugee 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. 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 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 the 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 Secret Lives of
Baba Segi's Wives*
- Photo: Idil Sukan



Die Walküre (Grimeborn)
- Photo: Alex Brenner

JOB DESCRIPTION

Role: Marketing and Communications Manager

Reporting to: Executive Producer

OBJECTIVES OF THE POST

We're looking for a creative, ambitious, and proactive individual to deliver outstanding campaigns and drive new revenue and reach. You will have outstanding communication skills, verbally and visually, with the ability to engage and inspire people. You will be highly strategic and resourceful, able to drive positive change. You will have a strong affinity with the mission, work, and values of Arcola Theatre.

Our ideal candidate will be collaborative, highly organised, and highly motivated. You will have strong relevant experience in a marketing and/or communications role. You will have the ability to maintain and build strong relationships with communities, customers, and theatre makers. You will be excited by the relationship between art and audiences, theatre and the wider world. You will relish the chance to develop big ideas in a small, committed team, and to deliver multiple projects at once.

This is the perfect role for someone who is passionate about bringing theatre and people together and can use your skills and experience to make a positive impact on Arcola's marketing and communications activity.

RESPONSIBILITIES

- Leading on artistic messaging, interpreting, and connecting plays and seasons to a wide range of Arcola's existing and new potential audiences.
- Utilising and evaluating audience data to deliver the theatre's ticketing, sales, and audience development strategies, cultivating new and diverse audiences, and retaining existing audiences.
- Raising the profile and reach of Arcola Theatre locally, nationally, and internationally, working with external PR agencies.
- Developing and maintaining strong relationships with artists and audiences, supporting needs of co-producers, and visiting companies.
- Creating imaginative, high-quality content by engaging with the artistic programme and working with co-producers, including coordinating content for programmes, cast sheets and other print material.
- Running Arcola's social media, developing and conveying the theatre's tone of voice, cultivating followers and engagement, across platforms

including Twitter, Facebook, Instagram, SoundCloud and YouTube.

- Coordinating Arcola's email communications, advertising, promotion, website, ticketing system and front of house displays.
- Ensuring branding is maintained across external communications.
- Appointing, managing, and briefing external contractors effectively.
- Supporting promotion of Arcola's wider activity including Participation / Bar.
- Collaborating with the Development team on Fundraising projects and Supporters scheme through print, content creation, email marketing, reporting and information gathering.
- Working collaboratively with 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 organisation.

PERSON SPECIFICATION

Essential

- A proven track record of devising and delivering successful marketing and/or PR campaigns, ideally in an arts / theatre organisation.
- Experience of working towards sales and audience development targets.
- Experience of interpreting artistic work to create copy and content for a wide range of audiences across multiple platforms.
- Experience of social media management and digital marketing.
- Excellent verbal, written and visual communication skills.
- Strong time management, prioritisation, and organisational skills.
- A creative flair and an eye for design and excellent proofreading skills.
- An approachable, professional attitude, mixing an ability to take lead and initiative with a willingness to learn and ask for help where necessary.
- Confidence managing and negotiating with outer-organisational relationships with suppliers, artists, photographers, designers etc.
- A passion for the mission and work of Arcola Theatre.

Desirable

- An interest in theatre, music, film, dance, art, popular culture.
- Experience of analysing audience data to inform marketing activity.
- Experience devising and delivering PR strategy.
- Experience of budget management.
- Experience using Adobe InDesign, Photoshop, Illustrator or a similar design tool.
- Experience of Dotmailer/Dotdigital or a similar email marketing platform.
- Knowledge of Spektrix or a similar box office / ticketing system.
- Experience using Wordpress or comparable software.

TERMS AND CONDITIONS

Salary:	£26,000 to £28,000 per annum, depending on experience.
Contract:	Full-time, permanent
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 using Time Off In Lieu (TOIL).
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; staff discount at Arcola Bar and Café.
Ideal start date:	ASAP - start in early 2022
Probation period:	3 months
Notice period:	8 weeks
Location:	Arcola Theatre, 24 Ashwin Street, Dalston, London, E8 3DL. The theatre is fully wheelchair accessible. The Arcola team continue to work from home due to the COVID-19 pandemic, with a gradual, flexible return to the office expected in the coming months.

HOW TO APPLY

To apply, please send your CV and a covering letter (max. two A4 sides) demonstrating how your experience, skills and qualities make you the ideal candidate for this role to the following email. Please also complete and attach an Equal Opportunities form.

jobs@arcolatheatre.com

Deadline for applications: 10am on Monday 10 January 2022.

Interviews: Week commencing Monday 17 January 2022.

Arcola Theatre is committed to ensuring applicants have an equitable experience when applying for the role, attending an interview, or working for our company, so please make us aware of any support you need. If you require the pack in large print, or alternative format or wish to discuss any queries please contact Karen Colburn via karen@arcolatheatre.com who will be happy to make any necessary arrangements for any stage of the process.

We look forward to hearing from you.



Leyla Nazli
Executive Producer

Rehearsals for *The Game of Love and Chance* - Photo: Alex Brenner

