



arcola  
theatre



Job Pack  
**Marketing Manager**

# ABOUT ARCOLA THEATRE

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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.

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.

The last few months have been a challenging period for Arcola as we opened our doors to Studio 1 after two years of closure due to the pandemic. Four months later and we are mid-way through our innovative opera festival Grimeborn, which is receiving rave reviews, and fantastic audience feedback. Arcola is thriving once again, and we are excited to welcome a new person to our team who will play a crucial role in the success of the theatre's future.

We have just announced our Autumn 2022 season ahead, which consists of three incredible new plays:

- *The Apology* by Kyo Choi, directed by Ria Parry, produced by New Earth Theatre in association with Arcola Theatre, from 15 September-8 October
- *The Poltergeist* by Philip Ridley, an Arcola Theatre and Flying Colours production, from 12 October-5 November
- *Dinner with Groucho* by Frank McGuinness, produced by b\*spoke theatre company, from 17 November-10 December



## 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



*The Secret Lives of  
Baba Segi's Wives  
– Photo: Idil Sukan*

# JOB DESCRIPTION

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**Role:** Marketing Manager

**Reporting to:** Executive Producer, Leyla Nazli

**Working alongside:** General Manager, Lucy Wood; Producer, Emma Attwell; Sales Manager Siar Kanik

**Line Manages:** Marketing Assistant, external press company Kate Morley PR

**Start date:** As soon as possible

**Office location:** Arcola Theatre, Dalston (flexibility to work 1-2 days from home after probationary)

**Equipment provided:** Laptop and monitor

**Closing date:** Monday 19 September 10am

## OBJECTIVES OF THE POST

The Marketing Manager leads on developing and delivering creative results-driven marketing campaigns. You will have strong relevant experience in an arts-based marketing role and will relish the opportunity to work on a wide variety of work from new writing to classics, to opera.

You will have expertise in analysing audience data and use this knowledge to develop and grow the Arcola community. You will be a supportive team player and a generous line manager/mentor to the Marketing Assistant. You will know how to build an expert team around you and will enjoy the challenge of working on multiple projects simultaneously.

## Responsibilities include:

### Leadership and strategy

- Creating and delivering marketing campaigns to reach targeted income.
- Bringing the Arcola brand to life – developing the visual identity of the brand and encouraging the use of the style guide across all areas of the organisation.
- Create and deliver marketing campaigns for all productions within the budget allocated by the producing team.
- Evaluate data to diversify our audiences who experience our artistic programme and increase engagement levels among those who currently don't engage with theatre.
- Raise the profile and reach of Arcola Theatre locally, nationally, and internationally, working with our external PR agency.
- Collaborate with the Executive Team on fundraising projects and marketing our Supporters Scheme.
- Provide information required to the Executive Team for all Arts Council reporting including Audience Finder and the Impact and Insights Tool Kit.

## **Day to day:**

- Work with the producing department, press representative and Sales Manager to coordinate timely and smooth on sales for all shows/seasons.
- Update sales spreadsheets as well as track and update campaign activity plans.
- Coordinate print distribution, ensuring that the theatre print supply is maintained.
- Lead on the coordination of artwork and copy for all Arcola produced productions.
- Develop and maintain strong relationships with artists and audiences, supporting the needs of co-producers and visiting companies.
- Coordinate content for programmes, cast sheets and other print material.
- Oversee Arcola's social media strategy and content, developing and conveying the theatre's tone of voice.
- Coordinate Arcola's email communications, advertising and ensuring the website is updated and accurate.
- Support the promotion of Arcola's wider activity including participation/bar/space hire.
- Coordinate marketing of the Supporters scheme through print, content creation, email marketing, reporting and information gathering.
- Any other reasonable duties that arise to fulfil the objectives of the organisation.

## **PERSON SPECIFICATION**

### **Essential**

- A minimum of four years' experience of creating and delivering successful marketing and/or PR campaigns in an arts/theatre organisation within designated budgets.
- 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 analysing data to build audiences.
- 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, an eye for design and excellent proofreading skills.
- An approachable, professional attitude, mixing an ability to take the lead with a willingness to learn and ask for help where necessary.
- Confident managing and negotiating with outer-organisational relationships with suppliers, artists, photographers, designers etc.
- A passion for the mission and work of Arcola Theatre.
- An interest in theatre, music, film, dance, art, popular culture.

### **Desirable**

- 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.

- Experience of working for a National Portfolio Organisation and analysing audience data/ providing reports to ACE, including use of Audience Finder and the Impact and Insights Tool Kit.
- Experience of marketing Supporters Schemes or other fundraising strategies.

## TERMS AND CONDITIONS

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**Salary:** £28,000-32,000 per annum dependent on experience

**Contract:** Full-time, permanent

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).

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

**Probation period:** 3 months

**Notice period:** 3 months

**Place of work:** Arcola Theatre, 24 Ashwin Street, Dalston, London, E8 3DL.

If you are not sure if this role is right for you, feel free to get in touch in advance of applying by emailing Lucy Wood: [lucy@arcolatheatre.com](mailto:lucy@arcolatheatre.com). You can arrange an informal conversation about the role, remember you might be exactly the person we are looking for! We can do this by phone or online, if you do want to have a conversation, this won't be considered part of your application.

### HOW TO APPLY

To apply, please send to [jobs@arcolatheatre.com](mailto:jobs@arcolatheatre.com) with the header: Marketing Manager Application

- 1) Your CV
- 2) A covering letter (max. two A4 sides) demonstrating how your experience, skills and qualities make you the ideal candidate for this role.
- 3) Equal Opportunities form

**Deadline for applications:** Monday 19 September 10am  
**Interviews:** Thursday 22 and Friday 23 September

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 Lucy Wood via [lucy@arcolatheatre.com](mailto:lucy@arcolatheatre.com) who will be happy to make any necessary arrangements for any stage of the process.

Best of luck with your application!



**Leyla Nazli**  
**Executive Producer**

*“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*

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

