



arcola
theatre



Job Pack
Marketing 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.

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.

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: *Sputnik Sweetheart* - Photo: Alex Brenner
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, 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.

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 thousands of creative opportunities every year for the people of Hackney and beyond – including through our youth theatres, courses, and pioneering Queer, 50+, Refugee 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 NEAR FUTURE

This is a hugely exciting time to join Arcola. After a prolonged closure caused by the pandemic's effect on the theatre economy, we have successfully re-opened both of our studios and are now in a position to revert to our pre-pandemic programming strategy. We will soon be transitioning to producing or co-producing almost every show in our programme, affording greater artistic involvement in the work we stage.

In the last year, our productions have included:

- The world premiere of Sasha Hails' epic tale of motherhood across London and the Democratic Republic of the Congo (DRC), *Possession*, which was directed by Oscar Pearce. **"A Tennessee Williams-ish memory play merged with more modern, pulsating poetry, it is nimble, playful storytelling with tragedy brewing below, the joyous electricity always a second from fizzling away."** - **The Stage**
- Bryony Lavery's adaptation of Haruki Murakami's novel *Sputnik Sweetheart*, directed by Melly Still. **"Stylish, thought-provoking and poetic, dream-like experiences lift their relationships to a complex psychological and metaphysical level."** - **Morning Star**
- The UK premiere of Suzan-Lori Parks' 2010 play *The Book of Grace*, directed by Femi Elufowoju jr. **"Nothing short of spectacular"** - **The Guardian on Femi Elufowoju jr's previous production at Arcola, 'The Secret Lives of Baba Segi's Wives'**

2025 will be Arcola Theatre's 25th anniversary, and we'll be marking the occasion with a year-long season of productions, including brand-new plays, revivals from major playwrights, musicals and opera. This will be a season of celebration, and a joyous time to work with the Arcola Theatre team in our iconic venue



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



Die Walküre (Grimeborn)
– Photo: Alex Brenner

JOB DESCRIPTION

Role:	Marketing Manager
Reporting to:	Executive Producer
Line Managing:	Marketing Assistant
Supporting:	Whole staff team

OBJECTIVES OF THE POST

The Marketing Manager is an integral part of the Marketing and Communications team. They are responsible for overseeing the delivery of all marketing campaigns, maintaining our brand consistency and communicating with our audiences through our social media channels, newsletters and website.

RESPONSIBILITIES

Planning and Programming - In-House and Visiting Productions

Support the Executive Producer in:

- Working with the Head of Marketing & Communications to formulate 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.
- Overseeing Arcola's social media strategy, developing and conveying the theatre's tone of voice, cultivating followers and engagement, across platforms including Twitter, Facebook, Instagram, 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.
- 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: £29,000 to £31,000 per annum, depending on experience.

Contract: Full-time, permanent

Hours: Standard 40 hours, with regular evening and weekend work.

Holiday: 28 days per annum, including public holidays.

Benefits include: Complimentary tickets; staff discount at Arcola Bar and Café.

Probation period: 3 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 (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 Monday 5 August 2024

Interviews: Week beginning Monday 12 August 2024

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 us at jobs@arcolatheatre.com and we 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