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Sadler's Wells

**Marketing and Communications Assistant**



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## Welcome

*Thank you for your interest in joining Sadler's Wells. We hope that it will be a great opportunity for you in your own career.*

Sadler's Wells holds fast today to the vision that Lilian Baylis instilled here almost a century ago: that great art should belong to everybody. Our mission is to make and create dance that inspires us all, and our vision is to create, through dance, a depth of connection beyond borders, cultures and languages, so we see ourselves in each other.

When artists and audiences talk about Sadler's Wells, they use the words: 'innovative, exciting and risk-taking'. Trying new things is part of our core purpose, and it's more important today than it has ever been.

This is an exciting and complex time in the theatre's history as we recover from the impact the coronavirus pandemic has had on our business model and work towards opening a fourth venue in Queen Elizabeth Olympic Park in east London in 2023.

This role offers you the opportunity to bring your ideas, passion, knowledge and experience to Sadler's Wells. In return, the successful candidate will be part of a strong and supportive team in a world class arts organisation.



## Background Information

Sadler's Wells is a world-leading creative organisation, dedicated to presenting, producing and touring dance made today in all its forms. Sadler's Wells commissions, presents and produces more dance than any other theatre in the world – from tango to hip hop, ballet to flamenco, Bollywood to cutting-edge contemporary dance. With an innovative, year-round programme of performances and learning activities, this is the place where artists come together to create dance, and where we welcome everyone to experience dance and be inspired.

Our aim is to reflect and respond to the world through dance: enabling artists of all backgrounds to create dance that moves us and opens our minds; sharing those experiences with the widest possible audiences to enrich their lives and deepen their understanding of what it means to be human.

In normal times, over half a million people come to our theatres in London each year, with many more enjoying our touring productions at partner venues across the UK and in cities around the world. Sadler's Wells Theatre has been located in Islington since the 17th century. Our modern day theatre comprises a main auditorium (1,500 seats); the Lilian Baylis Studio (180 seats); three rehearsal studios; bars, a café, facilities for private and corporate entertaining and offices for Sadler's Wells' colleagues.

Our second theatre building and West End home, the Peacock (1,000 seats), is subject to a unique agreement whereby Sadler's Wells and the London School of Economics jointly manage it, with the LSE presenting its lectures to students during the day and Sadler's Wells presenting theatre at night.

## Future Plans

Plans are underway for the development of a fourth venue in east London's Queen Elizabeth Olympic Park. Sadler's Wells' new space will be located on the Stratford Waterfront site, opposite the London Aquatics Centre, alongside UAL's London College of Fashion and the V&A Museum. The site will form part of a new cultural and education district, which will also include a major new University College London (UCL) campus and have direct links to the creative communities already based in east London.

Sadler's Wells' new space will house a 550-seat mid-scale theatre, as well as facilities for a choreographic centre and a hip hop theatre academy, all planned to open by the end of 2023.

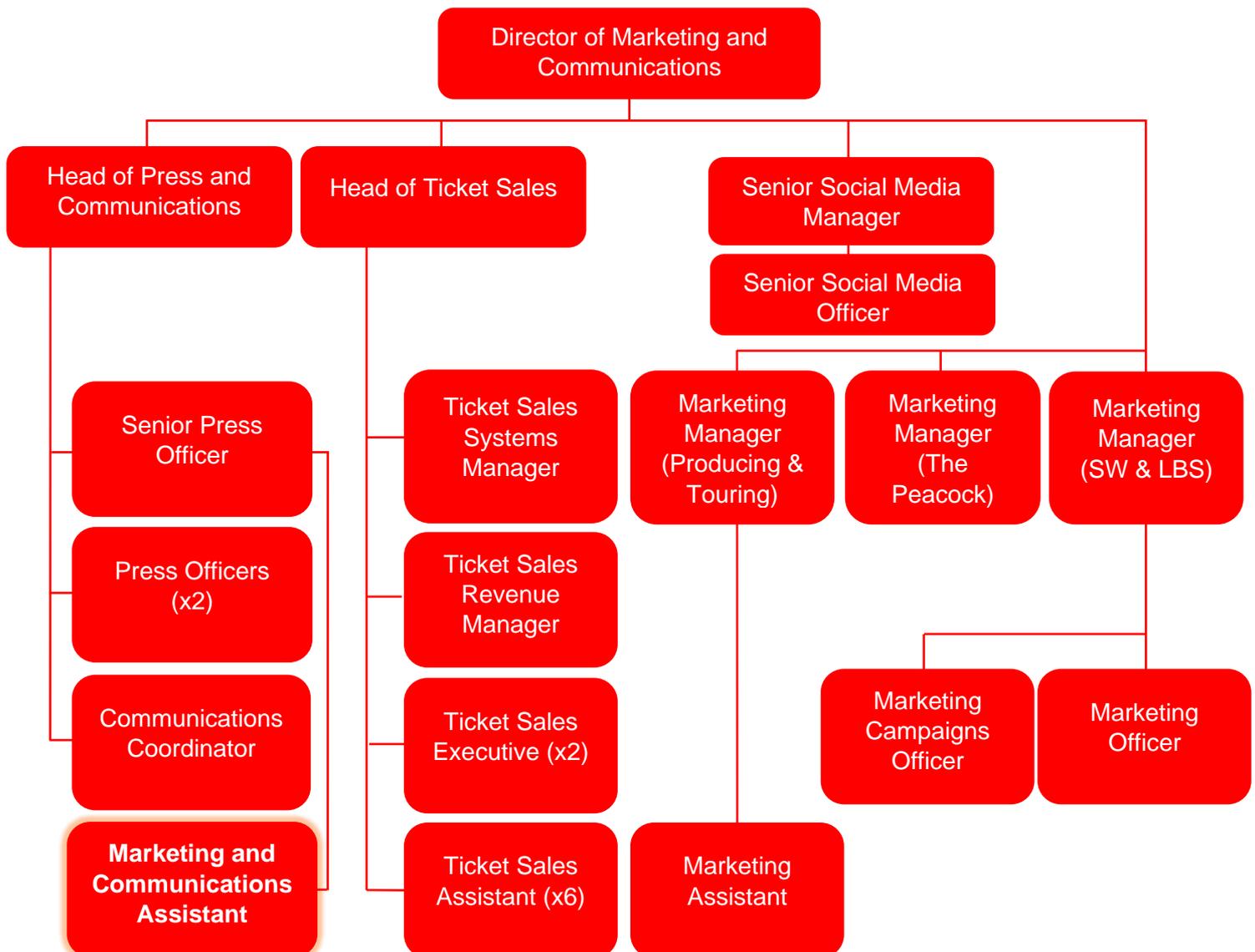
## The Department

The Marketing and Communications department is made up of the Marketing, Press, Ticket Sales (Box Office) and Social Media teams. We're responsible for driving reach, sales and reputation across key audience groups and growing the impact of the Sadler's Wells brand. Key responsibilities include:

- Brand identity and tone of voice
- Ticketing and Customer Relationship Management
- Sales
- Consumer and Corporate communications
- Press, media and influencer relationships and coverage
- Social media strategy and delivery

We work to promote and support the diverse aspects of the work of Sadler's Wells, and engage our artists, audiences and stakeholders with dance, with a particular focus on developing physical and digital audiences for the future. We work closely with teams in Programming, Touring, Venue Management, Development (sponsorship and philanthropy), Digital Content, Learning, and a host of outside production and development partners.

### The Marketing and Communications department:



## The Role

The Marketing and Communications Assistant is the administrative backbone of the department. The role includes monitoring and distributing press cuttings, updating the database, providing administrative support to the department and its media campaigns (e.g. researching shows and helping with photocalls and press nights), and maintaining the department's projects and cuttings archive. The Marketing and Communications Assistant reports to the Senior Press Officer.

## What are my responsibilities?

### Administration

- Maintain and coordinate campaign diary and meetings
- Provide administrative support across the Marketing and Communications department
- Coordinate logistics (e.g. booking spaces) for department meetings and events and help to coordinate activities such as press trips, photocalls and filming
- Compile and distribute daily press cuttings using Kantar, keeping up to date with the best archival and distribution methods
- Research and update the press database, ensuring accuracy of material and generating contact lists
- Coordinate press release and other press/influencer communication distribution
- Assist with cultivation invitations, issuing them, and recording the responses
- Maintain the online media image library, including uploading and captioning images
- Archive system files and documents, advising on the most efficient way to archive coverage of Sadler's Wells activity and rolling out this process
- Assist with compiling and distributing the season press release and other corporate communications
- Monitor reader and viewer numbers for press and media outlets and influencers to track the

reach of our coverage, coordinating data capture and reports

- Update the department budget and invoices (e.g. subscriptions, newspaper deliveries)

### Departmental Support

- Support the Director of Marketing and Communications and the Head of Press and Communications with diary management
- Work on other projects and activities within the Marketing and Communications department and play an active role in achieving the aims and targets of the organisation

### General

- Live, breathe and role model our organisational values of Excellence, Collaboration, Inclusion and Innovation, being aware of the influence and impact you can have at Sadler's Wells
- Attend occasional staff meetings, training sessions and other events which may take place outside normal working hours
- Undertake other duties as may be reasonably required
- At all times to carry out duties and responsibilities in regard to Sadler's Wells' Equality, Diversity and Inclusion and Health and Safety Policies. This may include providing assistance with evacuation procedures or building searches in the event of an emergency at any of Sadler's Wells' premise

*THIS JOB DESCRIPTION IS A GUIDE TO THE NATURE OF THE WORK REQUIRED OF THIS POSITION. IT IS NEITHER WHOLLY COMPREHENSIVE NOR RESTRICTIVE AND DOES NOT FORM PART OF THE CONTRACT OF EMPLOYMENT.*

## Who should apply?

You will demonstrate the following skills, experience, and personal qualities:

### Essential:

- Some previous experience in an administrative capacity and/or in an office environment
- Good organisational skills and a flexible approach to work, with the ability to prioritise a varied workload
- Ability to work with a high degree of accuracy to meet tight deadlines with good attention to detail
- Ability to work well as part of a team as well as independently
- Good interpersonal and relationship building skills
- Reliable and punctual
- Good computer literacy (e.g. Microsoft Office including Outlook, Word and Excel)
- Good written and oral communication skills (including British Sign Language, if primary language)
- Good numeracy skills
- Ability to demonstrate an open mindset and deep curiosity about others, listen without judgment, and seek with empathy to understand those around them
- Committed to driving an inclusive and anti-racist culture in the organisation, and actively implementing ways to increase diversity in our workforce, programme and artists
- A strong alignment with Sadler's Wells' values, mission, vision and objectives
- Must currently hold the Right to Work in the United Kingdom

### Additional, but not essential:

- Interest in dance and the arts
- Some previous experience in a communication or press office environment
- Working knowledge of databases
- An awareness of digital content and social media
- Experience of working with budgets



## Why work for us?

You will be a key part of our mission to make and share dance that inspires us all and delivering our vision to create, through dance, a depth of connection beyond borders, cultures and languages, so we see ourselves in each other.

- You will be offered a salary of £22,500 per annum, working 40 hours per week, including paid meal breaks where scheduled. Working days can be any day of the week, days off will be scheduled appropriately in accordance with the changing requirements of the department and productions
- You will get 25 days annual leave per annum, with an additional three days after five years' service
- You will be enrolled into the Sadler's Wells Trust Ltd. pension scheme
- You will have access to our Employee Assistance Programme (EAP) to support your wellbeing
- You will engage in learning and project opportunities to develop personally and professionally, and support your career journey
- You can access an interest-free Season Ticket Loan and a Cycle to Work salary sacrifice scheme
- You will be eligible for a death in service insurance policy covering twice your annual salary
- You will be encouraged to attend performances at both theatres with a discretionary allocation of tickets to employees (subject to availability), and a staff discount at the Garden Court Café
- We welcome everyone through our doors and encourage and enable people to be the best versions of themselves and to feel confident and capable in their roles
- We celebrate diversity in the dance we share and showcase, and in our workplace. We are working hard to be more inclusive and increasing access both on stage and off and have several anti-racism commitments to make lasting changes in the way we work

## Making an application

A Job Description and Person Specification are included in this document. If after reading you are still interested in applying, please find further details and information on how to apply [here](#).

If you would like support or have any queries regarding the format or submission of the application, please contact us on [recruitment@sadlerswells.com](mailto:recruitment@sadlerswells.com).

We welcome applications from people from all backgrounds who feel they align with our mission, vision and values. We are international and multicultural on our stages, and we want to reflect that in our organisation. By celebrating difference and incorporating diverse points of view and experiences, we can become closer to our artists, audiences and the communities we serve.

We are proud to be a Disability Confident employer meaning we have been certified by the government as actively taking steps to attract, recruit and retain disabled workers. We understand that some disabled colleagues will need adjustments to help them perform to the best of their ability – these can be changes to the built environment and furniture, the tools and technology they use in doing their job, aspects of the role, ongoing support or working arrangements.

Sadler's Wells also works collaboratively with Parents in Performing Arts (PiPA) in efforts to support parents and carers within the industry.

**We welcome all applications by 11:59pm GMT on Wednesday 8 December 2021.  
Interviews will take place at the end of the week commencing Monday 13 December 2021.**

