



## Marketing Assistant

### About Sadler's Wells

Sadler's Wells is a world-leading creative organisation dedicated to dance in all its forms. With over three centuries of theatrical heritage and a year-round programme of performances and learning activities, our mission is to make and share dance that inspires us all. Our vision is to create, through dance, a depth of connection beyond borders, cultures and languages, so we see ourselves in each other.

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.

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 17<sup>th</sup> 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' staff.

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 academy, all planned to open at the end of 2022.

## **The Campaigns & Sales Department**

The department is responsible for achieving income from ticket sales, representing over 70% of Sadler's Wells total turnover. It consists of the Marketing Campaigns team and the Ticket Office team.

The Marketing Campaigns team, led by the Head of Campaign Marketing, devises and implements marketing campaigns for all productions presented at our theatres and Sadler's Wells Membership recruitment. The team also works closely with the Content, Digital, Programming and Press teams.

### **Key objectives**

- Work towards the ultimate departmental goals of increasing ticket revenue and building new audiences to the theatre
- Provide support to the Marketing Campaigns team with planning, creating and delivering of marketing campaigns

### **Campaign Planning**

- Take part in departmental ideation sessions on campaign ideas
- Carry out research to identify new niche audiences and marketing opportunities

### **Campaign Implementation**

Assist the team on aspects of campaign delivery, including (but not limited to):

- Organise promotional and reciprocal marketing opportunities with other organisations
- Create email marketing campaigns (using Wordfly) as part of the eCRM (electronic Customer Relation Management) strategy, using Sadler's Wells' audience segmentation modelling
- Liaise with SOLT (Society of London Theatre) on advertising in the London Theatre Guide, coordinating schedules and creating offer emails, and exploring other opportunities that may arise
- Make use of our CRM (Customer Relationship Management) system, Tessitura, to extract and analyse data for campaigns
- Create eflyers using Mailchimp, and digital banners using Photoshop for online advertising and e-newsletters
- Briefing designs and creating production print
- Set-up discount offers with the Ticket Office, and competitions and promotions
- Assist with developing digital campaigns to target specific audiences, and planning media campaigns
- Update content on sadlerswells.com using the CMS (Content Management System)
- Organise and manage promotional and post-show events, with allocating tickets and greeting guests
- Coordinate internal poster and leaflet mailings
- Manage the department's business and marketing contacts lists, in line with GDPR
- Collate assets and resizing images for relevant shows for ticket agents

## **Print and Distribution**

- Liaise with our print-distribution agency, Impact, to coordinate all bulk print distribution campaigns
- Research suitable event opportunities for exit flyering, and creating a schedule and supervising foot-soldiering activity of posters and leaflets
- Daily management of all front of house displays – leaflet racks, posters, windows, Ticket Office sites – at both Sadler's Wells and The Peacock theatres
- Track print deliveries and ensure the print room is always stocked
- Manage an effective archive system of all campaign materials

## **Reporting**

- Run reports for email campaigns on Wordlfy, and reporting on segmentation campaigns
- Assist with creating post-show campaign delivery reports, which involves extracting statistical data using Tessitura Analytics, Google Analytics, and Vital Statistics

## **Marketing Administration**

- Contribute to all other aspects of marketing campaigns, including copy-writing and proof-reading
- Manage the department's administrative payments, including processing invoices
- Watch advertising activity, including collating weekly print ad cuttings
- Deal with requests for ticket donations from charitable organisations and events
- Collect and deal with daily post for the department
- Ensure the effective administration and day to day operation of the marketing department

## **General**

- Represent the Campaigns & Sales department of Sadler's Wells as required
- Carry out all administrative work generated by the above duties
- Assist at promotional marketing events, which may take place outside normal working hours
- Maximise income and minimise expenditure without loss of quality
- Attend occasional staff meetings and training sessions
- Undertake other duties as required
- At all times, carry out duties and responsibilities with regards to Sadler's Wells' Equality, Diversity and Inclusion and Health and Safety Policies. This may include providing help with evacuation procedures or building searches in the event of an emergency at any of Sadler's Wells' premises

*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.*

## **What we are looking for**

The successful applicant will demonstrate the following knowledge, skills, experience, and personal qualities:

### **Essential**

- Experience of working in a marketing team
- Strong communication skills, including written and interpersonal
- Good level of computer literacy, with experience using MS Excel and Photoshop Adobe
- Good administrative and organisational skills, with ability to work flexibly under pressure, to prioritise and meet deadlines
- Good numeracy skills, with the ability to understand and analyse statistical figures
- Inquisitive, pro-active and able to act on own initiative
- High degree of accuracy and attention to detail

### **Desirable**

- Interest in the Arts and arts Marketing
- Understanding of digital marketing techniques
- Good knowledge of the London arts and dance scenes, and audiences
- Experience of working within set budgets
- Knowledge of CRM ticketing systems, ideally Tessitura, for marketing purposes
- Experience using Wordfly

## **Terms and conditions**

Salary £22,500 per annum, based on 35 hours per week, plus an additional paid meal break each day

Annual leave entitlement is 5 weeks for each Holiday Year. If you complete five years' service with the Trust, your holiday entitlement will increase to 5.6 weeks per annum

If you are an eligible job holder, you will be automatically enrolled into Sadler's Wells Trust Ltd. pension scheme

### **The company offers:**

- Employee Assistance Programme (EAP) – Free confidential support service
- Mental health first aiders?
- Season Ticket Advance – Interest free loan to purchase a home to work travel ticket
- Cycle to Work Scheme
- Death in Service Benefit – Equivalent to twice your annual salary
- Staff discount at Garden Court Café
- Discounted performance tickets (subject to availability)

## **Making an application**

A Job Description and Person Specification are included in this document. Read this carefully and if you are still interested in applying for the position shown above, please complete the online application form.

Further guidance on completing your application form can be found via the link below

[Applying for vacancies at Sadler's Wells](#)

**Please submit the online application form by 11.59pm on Sunday 8 March 2020. Late applications will not be considered.**

**Interviews will take place on Wednesday 18 March 2020.**

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February 2020