



## **Marketing Manager, Productions & Touring**

### **About Sadler's Wells**

Sadler's Wells is a world-leading arts 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.

Dance has the ability to connect with people both intellectually and emotionally and Sadler's Wells' vision is that dance is part of everyone's life. We want to make sure that dance continues to have something new to say but also that it continues to stimulate the way we think about the world around us.

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 rehearsals 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. A major fundraising campaign is being developed in order to realise both capital and revenue requirements and open the new theatre in 2022.

## **The Department**

The Marketing & Sales Department, managed by the Director of Marketing & Sales, is responsible for audience development and sales generation for the organisation. It consists of the Marketing Campaigns team, the Content team (including Londondance), an Insight Officer, the Digital team and the Ticket Office team.

The Marketing Campaigns team devises and implements marketing campaigns for all productions presented at our three theatres, working closely with the above teams and specialists.

This role also works closely with various internal departments including Producing & Touring, Press, Breakin' Convention, Learning & Engagement, Development and Events. The Producing & Touring department, which is responsible for Sadler's Wells' productions, co-productions and international touring projects. The department produces and co-produces a broad range of award-winning and ground-breaking productions, often with our Associate Artists including Sidi Larbi Cherkaoui, Carlos Acosta, Michael Keegan-Dolan and Crystal Pite. They work with many international partners with productions touring extensively across the globe, primarily to Europe, North America, Asia, Australia, New Zealand and the Middle East.

## **The Role**

The Marketing Manager (Productions & Touring) is part of the Marketing Campaigns team. The principal responsibility of this role is to oversee marketing campaign activity for Sadler's Wells' in-house productions that run at our London venues, and on tour around the UK and the world. They are also responsible for our onsale campaigns (including Season Brochure and Guide).

The Marketing Manager (Productions & Touring) reports to the Senior Marketing Manager, and is responsible for managing the Publications Officer.

## **Key responsibilities**

### **London marketing campaigns**

- Devise and implement production marketing campaigns for Sadler's Wells' in-house productions and commissions, in our London theatres.
- Oversee marketing communication campaigns for in-house productions, festivals and events including Breakin' Convention and Learning & Engagement department (including National Youth Dance Company).

- Manage all key marketing campaign elements, including collating assets for campaign implementation, creative copywriting, production and distribution of event print, running digital and eCRM campaigns, overseeing direct marketing campaigns, managing media advertising in press, online, Out Of Home, and radio, and promotional partnerships.
- Manage relationships with media and distribution agencies and service providers including designers, printers, ticket agents and mailing houses.
- Manage production marketing budgets and undertaking budget reconciliation with the Finance Department at the end of each run, ensuring all invoicing is up to date.
- Reach (and aim to exceed) financial and audience targets for productions.
- Report on all aspects of campaign delivery, including sales and audience figures, digital and analytics (primarily Google), eCRM (email marketing) and direct marketing activity.
- Assist with campaign management for other shows at our London theatres as required.
- Assist the Events department in their marketing communications activity, including social media content creation.
- Work closely with Sadler's Wells' Press team on announcements of new in-house productions, tour productions PR and social media content distribution.

### **UK and overseas tour marketing**

- Oversee marketing communication activity for Sadler's Wells' own productions and commissions that tour the UK and internationally, building relationships with other venues and their marketing teams, and undertake venue visits to ensure maximum support is given.
- Oversee marketing communication campaigns for in-house productions, festivals and events around the UK and overseas, including Breakin' Convention, Learning & Engagement department (including National Youth Dance Company) and Sadler's Wells appearances at festivals such as Latitude and Wilderness.
- Reach (and aim to exceed) financial and audience targets for productions.
- Create the marketing packs for Sadler's Wells' national and international touring productions, and distribute to venue marketing teams.
- Manage creation of promoters' packs and production portfolios, including design, production and distribution.
- Oversee content creation for all touring activity across all digital and social media channels, including website, blog and social media.

- Arrange archive filming of shows, and maintain Sadler's Wells Productions' Vimeo channel for promoter access.
- Work with the Producing & Touring department on eCRM activity targeting promoters.
- Contributing to grant applications for related productions.

### **Creative direction**

- Oversee the production of show creative including design concept briefing and commissioning of photography, in consultation with the artists, and the production's in-house producer.
- Manage photo shoots for new production creative, and arrange production shots.
- Oversee the creation of promotional video/AV assets including trailers and social media content.

### **Season onsales**

- Manage the onsale campaign process, including digital and social media campaigns.
- Manage the Season Brochure creation and distribution with the Publications Officer, including asset gathering, design briefing, print production, and direct mailing.
- Coordinate the creation of editorial for the Season Brochure amongst internal departments.
- Create reports on sales and audience insight for onsale campaigns.
- Coordinate onsale processes for rental productions with our Events department

### **Other**

- Ensure that Sadler's Wells' visual identity guidelines are understood and followed both externally and internally across all activities and spaces, especially relating to promotional and communications materials.
- Support other departments in their marketing communications activity, including print and stationary design and production.
- Manage the reconciliation of the marketing department's generic budget.

- Work on other projects and activities within the Marketing Department as required and to play an active role in achieving the aims and targets of the organisation.
- Carry out all administrative work generated by the above activities.
- Control relevant budgets and ensure all financial and policy matters are managed in strict accordance with Sadler's Wells' policies and procedures.
- Maximise income and minimise expenditure without loss of quality in all areas of responsibility.
- Attend occasional staff meetings, training sessions and other events which may take place outside normal working hours.
- At all times to carry out duties and responsibilities with regard to Sadler's Wells' Equal Opportunities 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' 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 skills, experience, and personal qualities:

### **Essential**

- Substantial experience of devising marketing strategies, implementing marketing campaigns and managing campaign budgets within an arts organisation or a media agency specialising in the cultural/entertainment sector
- Proven record of achieving financial sales targets
- Experience of developing production branding, creative and content
- Ability to work collaboratively with other artists, departments, senior managers, other venues and suppliers
- Experience of eCRM (email marketing) and social media content marketing
- Good working knowledge of sales and audience reporting and data analysis, and digital and social media analytics and metrics
- A creative and highly organised approach to running campaigns, with the ability to coordinate a high volume of productions simultaneously and to tight deadlines
- Excellent written and verbal communication and interpersonal skills

### **Desirable**

- Knowledge of the London theatre market and dance sector
- Knowledge of UK touring and regional venues
- Knowledge of CRM and ticketing systems, e.g. Tessitura, and pulling reports
- Experience of creating promoters packs and production portfolios
- Good visual / graphic design sensibility

## **Terms and conditions**

Salary £32,000 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 interest-free season ticket loans

The company has a Death in Service insurance policy covering twice the annual salary

The company offers a Cycle to Work salary sacrifice scheme

The company encourages attendance of performances at both theatres with a discretionary allocation of tickets to employees (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 11 February 2018. Late applications will not be considered.**

**Interviews will take place on Monday 19 February 2018.**

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