



Marketing Assistant, Productions & Touring

Fixed term position

About Sadler's Wells

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.

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' 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 Department

Responsible for delivering over 70% of Sadler's Wells income through generating ticket sales, the department is made up of the Marketing Campaigns team and the Ticket Office.

The Marketing Campaigns team devises and implements marketing campaigns for all productions presented at our three theatres, supports the marketing of our productions on international stages, and is responsible for Sadler's Wells' membership scheme. The team works closely with Content, Digital, Programming and Press teams.

The Marketing Assistant, Productions & Touring reports to the Marketing Manager, Productions & Touring.

The Role

This role is designed to support the marketing of Sadler's Wells' Productions, and on tour in the UK and internationally. Productions include Acosta Danza's *Evolution*, *Message In A Bottle*, *Enter Achilles*, William Forsythe's *A Quiet Evening of Dance*, Sidi Larbi Cherkaoui's *Sutra*, Sadler's Wells Composer Series, and a new staging of Pina Bausch's *Rite Of Spring* amongst others. This role will assist the Marketing Manager, Productions and Touring at this exciting time.

This role would suit a positive self-starter looking for an entry-level role in arts marketing.

Key Responsibilities

Production assets

- Support the creation of productions' visual identities and the creation of marketing assets including photography and trailers
- Support the organisation of full-length archival recordings of productions

London marketing campaigns

- Support the marketing campaign implementation for productions staged at Sadler's Wells
- Support the research and proofing of audience programmes

UK and overseas tour marketing

- Take responsibility for the tour marketing database keeping it updated daily
- Provide tour venues with marketing assets
- Liaise with touring venues to approve marketing collateral in line with agreed crediting and branding
- Proactively check and amend tour venue websites ensuring Sadler's Wells and co-producers are credited correctly
- Support tour venues with branding video assets
- Collate tour print quantities and addresses and arrange deliveries
- Collate, distribute and update producers and internal stakeholders with weekly tour sales reports
- Update marketing and promoters' packs
- Set-up tour venue accounts on Sadler's Wells media library

- Update tour venues when changes are made to a production
- Update the tour sections of Sadler's Wells' website
- Lead on the organisation of the Sadler's Wells media library and marketing drive
- Ensure all collaborators have briefing notes about announcements

General

- Carry out administrative work generated by the above activities
- Represent the Campaigns & Sales department of Sadler's Wells as required
- Attend occasional staff meetings and training sessions
- Undertake other duties as may be reasonably 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 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

- Experience of working within a marketing role
- An interest in the arts/dance scene, and a positive working attitude
- Good verbal and written communication and interpersonal skills
- Good level of computer literacy
- Excellent attention to detail and accuracy skills
- Good administrative and organisational skills, with ability to work flexibly under pressure, to prioritise and meet deadlines
- Good numeracy skills, with familiarisation of using budgets

Desirable

- Foreign language skills (preferably French)
- Knowledge of UK touring and regional tour venues
- Experience of organising projects or databases
- Good knowledge of the London arts and dance scenes, and audiences
- Knowledge of CRM ticketing systems, ideally Tessitura, for marketing purposes
- Working knowledge of Adobe InDesign and Photoshop

Terms and conditions

Fixed term contract for six months. Start date: January 2020.

Salary £22,500 per annum, pro rata, 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 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.
- 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 1 December 2019. Late applications will not be considered.

Interviews will take place on Tuesday 10 December 2019.

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