



## Marketing Officer

### 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 theatre (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**

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.

## **Key objectives**

- To prepare and deliver innovative and effective marketing campaigns, for and alongside the Head of Campaign Marketing, and occasionally support the Marketing Managers with the implementation of campaign activity.
- To work towards the ultimate departmental aims of increasing ticket revenue and building new audiences to the theatre.

## **Key responsibilities**

### **Campaign planning**

- Creating and leading multiple campaigns for Sadler's Wells each season.
- Researching visiting companies and productions, and contributing to the collation of campaign assets.
- Identifying key target markets, and crafting key messages and engaging copy to reach different audiences.
- Being a key driver of departmental brainstorm.
- Researching new audiences and marketing opportunities to expand show campaign reach.

### **Campaign management**

- Controlling and managing each show marketing budget and undertaking budget reconciliation with the Finance Department at the end of each run, ensuring all invoicing is up to date.
- Liaising, consulting and reporting with visiting companies, producers, promoters and internal colleagues.
- Handling relationships with agencies (media and distribution) and service providers including designers, printers, mailing houses and ticket agents.
- Monitoring financial and audience targets for productions, and working with the Sales and Revenue Manager on revenue management strategies.

## **Campaign delivery**

- Planning and booking media advertising campaigns (print, out of home, digital, radio).
- Delivering email marketing campaigns (with Wordfly) as part of the eCRM strategy, using Sadler's Wells' audience segmentation modelling.
- Developing digital and paid social campaigns to target specific audiences.
- Briefing designs and creating production print.
- Sourcing and developing promotional partnerships.
- Overseeing print distribution with the Marketing Assistant.
- Running direct mail campaigns, including managing data extractions on Tessitura.
- Managing activity and maximising opportunities with ticket agents.
- Organising and overseeing promotional and post-show events.
- Creating web banners for digital marketing campaigns using Photoshop.
- Working alongside the Content team on devising content for social media campaigns across Facebook, Twitter, Instagram.
- Devising and managing promotional discount initiatives, working closely with Ticket Office in negotiating promotional support from ticket agents and promotional partners.
- Working alongside the Content Officer and Digital Officer to oversee promotional videos and trailer updates.

## **Research, data and reporting**

- Utilising the CRM system, Tessitura, to collate and analyse data.
- Reporting on all aspects of campaign delivery, including sales and audience figures (using Tessitura Analytics, Vital Statistics), digital analytics (primarily Google) and eCRM (Wordfly).
- Creating post-show campaign reports.

## **General**

- Contributing to all other aspects of marketing campaigns, including proof reading as required and to a high standard.
- Representing the Marketing department of Sadler's Wells as required.
- Managing the department's credit card statements.
- Maximising income and minimising expenditure without loss of quality in all areas of responsibility.
- Carrying out all administrative work generated by the above activities.
- Attending occasional staff meetings, training sessions and other events, which may take place outside normal working hours.
- At all times, carrying 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
- Undertaking other duties as may be reasonably required.

*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.*

## **Person Specification**

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

### **Essential criteria**

- At least two years' experience of working in a Marketing department for an arts or entertainment organisation.
- A creative and organised approach to running marketing campaigns, with the ability to coordinate a high volume of productions simultaneously and to tight deadlines.
- High level of computer literacy, ideally with experience using Photoshop, and the aptitude to learn new systems.
- Experience of working with budgets.
- Excellent written and verbal communication and interpersonal skills.
- Experience of coordinating digital marketing campaigns.
- Numeracy skills, with the ability to understand and analyse figures.
- Knowledge of CRM ticketing systems, ideally Tessitura, for marketing purposes.
- Inquisitive, pro-active, and takes initiative and ownership.
- Outstanding attention to detail and proof-reading skills.
- Active interest in the performing arts, particularly dance.

### **Desirable criteria**

- Knowledge of the London theatre market and dance sector.
- Experience using Wordfly.
- A diplomatic attitude towards working with partners and stakeholders.
- Good visual / graphic design sensibility.

## **Terms and conditions**

Salary £26,600 per annum.

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.
- 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 Monday 20 October 2019.  
Late applications will not be considered.**

**Interviews will take place week commencing Monday 28 October 2019.**

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