



Marketing Manager

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 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

The Campaigns & Sales department is managed by the Director of Campaigns & Sales and is responsible for audience development and sales generation for the organisation. It consists of the Marketing Campaigns team and the Ticket Office team.

This role will be a part of the Marketing Campaigns team, who are responsible for devising and implementing marketing campaigns for all productions presented at our three theatre venues; Sadler's Wells, The Peacock and Lilian Baylis Studio. The team work closely with other departments to deliver audiences for the organisation.

The Marketing Manager reports to the Director of Campaigns & Sales. Alongside marketing campaigns and delivering targets, this role will also deliver audience development initiatives for the following specialist audience strands:

- Memberships
- Young People
- Access audiences
- Schools
- New diverse audiences to Sadler's Wells

Key responsibilities

Campaign planning

- Create and implement multiple marketing communication campaigns each season, in consultation with the Head of Campaign Marketing
- Research visiting companies and productions, and contribute to the collation of information, copy and images for the campaign, as well as print and web copy
- Identify key target markets, positioning and key messages for the shows, and creating engaging copy to reach target audiences
- Be a key driver of departmental brainstorms and creative ideas
- Research new audiences and marketing opportunities, including reciprocal activity with other venues and organisations

Campaign management

- Oversee the marketing communication campaigns for festivals and in-house events created by the Breakin' Convention and Learning and Engagement departments
- Lead long term audience development initiatives for these new audiences to Sadler's Wells (e.g. Festivals, Breakin' Convention) in order to diversify audience types to the organisation

- Manage production marketing budgets and undertake budget reconciliation with the Finance Department at the end of each run, ensuring all invoicing is up to date
- Liaise and consult with visiting companies, producers, promoters and internal colleagues
- Report and meet with artists, visiting companies, producers and promoters
- Manage relationships with agencies, media and distribution, and service providers including designers, printers, mailing houses and ticket agents
- Regularly monitor sales, targets and houses, repricing and inventory management, in collaboration with the Sales and Revenue Manager
- Embed audience development into campaign work, to reach and engage underrepresented audience groups

Campaign delivery

- Manage and implement all key marketing campaign elements, including design and print production, targeted distribution, digital, print, radio and outdoor media campaigns, direct marketing, promotional partnerships
- Use Wordfly to create eCRM email marketing campaign embedding Sadler's Wells' audience segmentation models into all activity
- Manage activity and maximise opportunities with ticket agents for shows with a commercial interest
- Organise and oversee promotional and post-show events
- Create digital images for digital and email marketing activity, when required
- Work alongside the Content team (as part of the Content & Audience department) to create original content for use across email and social media campaigns i.e. Facebook, Twitter, Instagram
- Set up sales initiatives with the Ticket Office team, and deploying targeted offers, when required
- Contribute towards all other aspects of marketing campaigns, including proof reading to a high standard

Campaign reporting

- Report on all aspects of campaign delivery, including sales and audience figures (Tessitura Analytics, Vital Statistics), digital analytics (primarily Google and Facebook), eCRM (Wordfly) and direct marketing activity
- Create post-show evaluation and distribute

Audience Development

- Deliver the marketing plan for audiences with access needs and support and contribute towards the organisational EDI (Equality, Diversity, Inclusion) plan
- Deliver the first phase of the marketing campaign for *Dance Pass* (our new Young People's Scheme) working closely with the Development department and managing the Campaign Marketing team's relationship with our sponsor
- Support the Learning and Engagement department and other departments in developing young audiences for the organisation and deliver regular communications to school's audiences
- Support the vision in diversifying the audience base as part of our Audience Development strategy and in preparation for our organisational development in Stratford.

Memberships

- Work strategically on Sadler's Wells Membership Scheme to achieve annual financial and membership targets
- Manage membership recruitment campaigns; including creative design, digital and social media activity, print design, production and distribution
- Design retention and re-engagement campaigns for Membership Scheme, in line with the department's Audience Development strategy
- Monitor membership sales and report internally
- Liaise with the Development department on coordinated membership campaigns for Members and Rehearsal Members
- Liaise with the Sales and Revenue Manager on member communications, and with the CRM Database Manager on streamlining purchase pathways

Season on-sales

- Collaborate with the Head of Campaigns Marketing to deliver the on-sale campaign process, including overseeing cross-departmental meetings, co-ordinating timelines and maximising revenue opportunities, in particular through digital and social media campaigns, ensuring on-sale deadlines are met
- Work with the Sales and Revenue Manager to create reports on sales and audience insight for on-sale campaigns

Other

- Represent the Campaigns & Sales department of Sadler's Wells as required
- Maximise income and minimise expenditure without loss of quality in all areas of responsibility

- Carry out all administrative work generated by the above activities
- 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 with 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' 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 criteria

- At least four years' experience of working in a Marketing department within an arts or entertainment environment
- Experience of developing specific audience segments
- A creative and highly organised approach to running campaigns, and coordinate a high volume of productions simultaneously and to tight deadlines
- Excellent written and verbal communication and interpersonal skills, and with exceptional attention to detail
- Diplomatic and confident attitude towards working with artists, external companies and partners
- Proven record of achieving organisational objectives, in particular financial sales targets
- Experience of working with budgets and ability to understand and analyse figures
- Knowledge of CRM and ticketing systems, ideally Tessitura
- Experience of managing digital and email marketing campaigns
- Proactive, with initiative and ability to take ownership
- High level of computer literacy, specifically with MS, Photoshop and the aptitude to learn new systems
- A passion for the arts, in particular dance

Desirable

- Knowledge of the London theatre market and dance sector
- Experience of developing production branding, creative and content
- Experience of working with promotional partners on brand awareness and sales initiatives
- Experience and knowledge of revenue management

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:

- 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 9 February 2020. Late applications will not be considered.

Interviews will take place week commencing Monday 17 February 2020.

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