



Marketing Manager, Peacock Theatre (part of Sadler's Wells)

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

The Campaign Marketing & Sales 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.

The Marketing Campaigns team devises and implements marketing campaigns for all productions presented at our three theatres, and works closely with the Ticket Office, and Content, Digital, Programming and Press teams.

The Role

This role is responsible for managing marketing campaigns for all productions at the Peacock Theatre, engaging audiences, building brand awareness and maximising revenue so that sales targets are reached – and exceeded.

The Marketing Manager, Peacock Theatre, reports to the Head of Campaign Marketing, and works closely with the Ticket Office in relation to revenue management.

Key Responsibilities

Marketing campaigns

- In consultation with the Head of Campaign Marketing, devise and implement multi-channel marketing campaigns and other strategic initiatives to achieve sales targets and develop new audiences.
- Develop close working relationships with all promoters and producers bringing shows to the Peacock Theatre, chairing campaign meetings, and reporting regularly on campaign updates.
- Effectively manage production marketing budgets to optimise ROI, and undertake budget reconciliation with the Finance department at the end of each run, ensuring all invoicing is up to date.
- Manage all key marketing campaign elements, including collating assets for campaign implementation, creative copywriting, production and distribution of event print, running digital campaigns, overseeing direct marketing campaigns, managing media advertising in press, online, outdoor and, radio.

- Monitor and report on effectiveness of campaign plans, including sales and audience figures, digital analytics (primarily Google and Facebook), eCRM (email marketing), ensuring learnings are fed into future campaign planning.
- Manage relationships with media and distribution agencies and service providers including designers, printers, ticket agents and mailing houses.
- Research new productions and visiting companies, identifying key target markets and messages, and exploring new audiences and relevant marketing opportunities.
- Monitor ticket sales, and financial and audience targets for productions, and work with the Ticket Office on revenue management strategies.
- Devise and manage promotional discount initiatives, working closely with the Ticket Office in negotiating promotional support from ticket agents and promotional partners.
- Work with the Marketing Assistant in the coordination of print distribution both at the venue and on paid-for runs, and on researching of new audiences and marketing opportunities.
- Manage The Peacock branded season marketing campaigns.
- Liaise with 'artistic rental' promoters and their designated marketing agencies, being a brand guardian for all marketing activity, and monitoring sales and audience figures in conjunction with the Ticket Office.
- Being a key driver of campaign brainstorms and creative ideas.

Digital, social media and content marketing

- Liaise with the Digital team over online opportunities on peacocktheatre.com, sadlerswells.com, in-house video screens, Peacock front cloth projections, etc.
- Apply insight and marketing intelligence gained by the Data and Insight team into planning, and liaise with the Data Insight Analyst over eCRM activity, including Peacock emails, and segmented emails using Sadler's Wells' audience segmentation models.
- Oversee social media campaign strategies, including the creation of original content, and monitor day-to-day content management with the Content team and the Press department.

Creative assets

- Oversee the development of the Peacock Theatre production branding, whether from existing assets or through commissioned photography and video trailers, to create engaging and commercially appealing creative assets that works for our

target markets.

- Ensure branding and front of house materials at the Peacock Theatre are displayed correctly and in a timely fashion. Liaise with the Head of Visitor Experience for access to the building as part of our arrangement with the London School of Economics.

Promotional and stakeholder partnerships

- Negotiate promotional opportunities to raise our productions' profiles across ticket agent and promotional partner distribution channels.
- Develop promotional partnerships including media, online and retail opportunities.
- Develop relationships with key business partners and stakeholders including Northbank Business Improvement District, Official London Theatre and London & Partners, to negotiate promotional support.

Other

- Work on other projects and activities within the Marketing department as required and play an active role in achieving the aims and targets of the organisation.
- Carry out all administrative work generated by the above activities.
- Work with the Visitor Experience department to ensure the branding and display of Front of House merchandise maximises sales opportunities.
- 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.
- Undertaking other duties as may be reasonably required.
- At all times to carrying out duties and responsibilities in regards to Sadler's Wells' Equality, Diversity and Inclusion, and Health and Safety Policies. This will 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 creating and delivering marketing campaigns and managing budgets within an arts organisation or a media agency specialising in the cultural/entertainment sector.
- Robust knowledge and experience of digital marketing strategies and current trends.
- Proven record of achieving financial sales targets.
- Experience of working with ticket agents and/or promotional partners on sales initiatives.
- Experience of developing production branding, creative and content.
- A creative and highly organised approach to running campaigns, with the ability to work on own initiative, and coordinate a high volume of productions simultaneously and to tight deadlines.
- Diplomatic and confident attitude towards working with artists, external companies and partners.
- Excellent written and verbal communication and interpersonal skills, and with exceptional attention to details.

Desirable

- Knowledge of the London theatre market and dance sector.
- Experience of email marketing and social media content marketing.
- Experience and knowledge of revenue management.
- Knowledge of CRM and ticketing systems, e.g. Tessitura.
- Interest and enthusiasm for the arts

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 offers a Cycle to Work salary sacrifice scheme

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

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 24 March 2019. Late applications will not be considered.

Interviews will take place on 1 April 2019.

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