



Publications & Marketing Officer

About Sadler's Wells

Sadler's Wells is a world-leader in contemporary dance, commissioning and producing more dance than any other theatre in the world. At Sadler's Wells, people from all walks of life and backgrounds come to experience dance in an enormous variety of forms and styles - from tango to hip hop, ballet to flamenco, Bollywood to cutting-edge contemporary dance. 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.

Dance has the ability to connect with people both intellectually and emotionally and Sadler's Wells' vision is for dance to reflect and shape contemporary culture. 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. We have two ambitions over the next ten years: we want to rethink the way people create dance and we want to increase people's appetite for dance.

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 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 the Queen Elizabeth Olympic Park, as part of the project known as 'Olympicopolis'. Sadler's Wells will occupy the Stratford Waterfront site, sitting 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 culture and education quarter, 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 500-seat mid-scale theatre, as well as facilities for a Choreographic School 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 2021.

The Department

The Marketing Department is responsible for promoting all aspects of the work of Sadler's Wells: Devising and implementing marketing campaigns for individual presentations at Sadler's Wells, overseeing the work of visiting companies or external agencies where applicable and developing audiences for the future.

The Marketing Department comprises the Senior Marketing Manager, Marketing Manager (Touring), Marketing Campaigns Officer, Marketing Insight Officer, Publications & Marketing Officer, Marketing & Content Coordinator, Marketing Assistant, and Digital & Marketing Apprentice.

The Role

The principal responsibility of the Marketing Publications Officer is to oversee the production of all Sadler's Wells printed materials including season brochures and show print (leaflets & posters). They are also responsible for gathering assets for these publications, and for curating the company's YouTube channel.

The Marketing Publications Officer reports to the Senior Marketing Manager and will work closely with the Touring Marketing Manager for the season brochure & tour print.

Key responsibilities:

Publications

- Liaise with artists, companies, designers, and printers to produce season brochures and guides, and print for shows in London and on tour
- Copywriting, editing and proof reading promotional materials, direct mail letters, e-bulletins and web pages
- Collect assets for all new shows, including photos (rehearsals, productions and artists), copy, and videos, for use in print, evening programmes and digital
- Assist and advise other internal departments in creating their print
- Research, buy and commission images where necessary from a wide range of sources

- Provide cover in the absence of the Marketing & Content Coordinator with the production of evening programmes, including researching, commissioning, proofing and editing information, and on social media curation (Twitter, Facebook, Instagram, Pinterest)

YouTube channel

- Curate the company's YouTube channel, including managing the content plan
- Devise ways of increasing engagement and interaction on the channel
- Create Playlists and source existing content to include in them
- Design custom thumbnails for all videos, and ensure brand consistency
- Create, upload and monitor annotations to increase value of archive and legacy content, and to maximise revenue
- Devise KPIs (measures of success) and use Google Analytics to measure the effectiveness of all video content
- Use analytics to improve the content and curation, and to create reports for internal distribution
- Transcribe audio and upload subtitles to maximise reach and improve accessibility

Branding

- Act as brand guardian for all printed materials created by all internal departments
- Be the point of contact for all internal and external enquiries about branding

Other

- Liaise with production companies on the release of merchandise, including DVDs and CDs, and to contribute to the design & production of accompanying creative material
- Resize images and create online banners using Photoshop
- Work on other projects and activities within the Marketing department as required and playing an active role in achieving the aims and targets of the organisation
- Attend occasional staff meetings, training sessions and other events which may take place outside normal working hours
- Carry out all administrative work generated by the above activities

- Undertake other duties as may be reasonably required
- 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.

THIS JOB DESCRIPTION IS A GUIDE TO THE NATURE OF THE WORK REQUIRED OF THE MARKETING PUBLICATIONS OFFICER. 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

- Excellent attention to detail and proof-reading skills
- Excellent written English
- Copywriting experience
- Experience in print production and understanding of the print process
- Understanding of digital image protocols
- Experience of curating social media content, especially video content
- Knowledge of Google Analytics and reporting
- Exceptional organisational skills, with ability to work flexibly under pressure, to prioritise and meet deadlines
- High level of computer literacy, with specific experience of working with Photoshop and ideally other packages in the Adobe creative suite
- An active interest in the performing arts, particularly dance

Desirable

- A diplomatic attitude and sensitivity towards the needs of partnership working
- Good team work skills
- Experience of working in an arts organisation

Terms and conditions

Salary £24,000 per annum plus benefits

Annual leave entitlement is five 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 childcare voucher salary sacrifice scheme

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.

Please note that there will be an opportunity on the online application form to summarise your interest in this position and provide evidence of your ability to match the criteria outlined.

Sadler's Wells is committed to equal opportunities and a document outlining this policy is in the application form.

We would be grateful if you would complete the Equal Opportunities monitoring form, to help us check that we are carrying out our policy of equal opportunities for all people. The information will be kept confidential and will have no bearing on your application.

Please note that although Sadler's Wells is accessible for staff as well as patrons and performers, we regret that access to the offices at The Peacock is very limited.

**Please submit the online application form by 11.59pm on Monday 27 June 2016.
Late applications will not be considered**

Interviews will take place on Tuesday 5 July 2016.