

SADLER  
WELLS



Sadler's Wells  
Media Campaigns Manager



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## Welcome

*Thank you for your interest in joining Sadler's Wells. We hope also that it will be a great opportunity for you in your own career.*

Sadler's Wells holds fast today to the vision that Lilian Baylis instilled here almost a century ago: that great art should belong to everybody. Our mission is to make and create dance that inspires us all, and our vision is to create, through dance, a depth of connection beyond borders, cultures and languages, so we see ourselves in each other.

When artists and audiences talk about Sadler's Wells, they use the words: 'innovative, exciting and risk-taking'. Trying new things is part of our core purpose, and it's more important today than it has ever been.

This is an exciting and complex time in the theatre's history as we recover from the impact the coronavirus pandemic has had on our business model and work towards opening a fourth venue in Queen Elizabeth Olympic Park in east London in 2023.

This role will offer you the opportunity to bring your ideas, passion, knowledge and experience to Sadler's Wells. In return, the successful candidate will be part of a strong and supportive team in a world class arts organisation.



## Background Information

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 our lives and deepen our understanding of what it means to be human.

In normal times, 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' colleagues.

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 theatre academy, all planned to open by the end of 2023.

## The Department

The Press and Communications team devises and implements press campaigns for in-house and touring productions at Sadler's Wells, advises visiting companies and liaises with external agencies where applicable, to contribute to the work of the department and key communication objectives of the organisation.

The Press and Communications team sits within the wider Marketing and Communications department, led by the Director of Marketing and Communications, and works closely with the Marketing, Social Media, Ticket Sales and Digital teams.

### The Marketing and Communications department:



## The Role

Reporting to the Head of Press and Communications, the principal responsibility of the Media Campaigns Manager is to create and implement bespoke PR initiatives to promote Sadler's Wells and all its venues.

You will manage and deliver media campaigns for Sadler's Wells's shows and generate editorial coverage across all platforms for Sadler's Wells' activities.

You will play a dynamic role in all the campaigns and duties of a busy communications department. You will line manage our Press Officers and deputise for the Head of Press and Communications.

## What are my responsibilities?

### Show Campaigns

- Devise and implement strategic, imaginative and effective press campaigns in support of productions. This includes a wide range of media, including print, broadcast and digital
- Keep abreast of developments in the media and use awareness of the news agenda to maximise coverage potential
- Research, write and distribute press releases for all areas of Sadler's Wells activity
- Account manage assigned campaigns and/or internal department activity, liaising with internal stakeholders and external agencies
- Develop, build and maintain media contacts to identify and maximise opportunities, supporting the team's objectives of reaching new and diverse audiences
- Advise on social media opportunities and strategies in collaboration with our marketing department
- Take the lead on or supporting arranging events for social media bloggers/vloggers where appropriate
- Work closely with visiting company press departments and with outside press representatives to maximise the effectiveness of their media activity
- Coordinate and attend press trips, photocalls, interviews, filming, press conferences and press nights and events as necessary
- Liaise with the Society of London Theatres to avoid clashes of press nights and photocalls
- Coordinate media nights or celebrity events for key productions where appropriate
- Commission production photographs for new work where appropriate

### Leadership

- Proactively support and manage the two Press Officers ensuring communication is efficient with regular touchpoints
- Deputise for the Head of Press and Communications during periods of absence

### General

- Live, breathe and role model our organisational values of Excellence, Collaboration, Inclusion and Innovation, being aware of the influence and impact you can have as a leader at Sadler's Wells



- Lead on developing and delivering a press strategy for the work of the Learning and Engagement team, in collaboration with the Head of Press and Communications
- Partner with departments, such as Producing and Touring, Events, Development, and production sponsors to proactively develop and implement their campaigns
- Control relevant budgets and ensure all financial and policy matters are managed in strict accordance with Sadler's Wells' policies and procedures
- Attend 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' premise

*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.*



© Tanztheater Wuppertal Pina Bausch by Maarten Vanden Abeele

## Who should apply?

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

### Skills and Experience

#### Essential

- Knowledge, understanding and experience of working in an agency or in-house press office. With demonstrable experience of:
  - Executing strategic, bold, creative campaigns
  - Maintaining and utilising media contacts at all levels, including national press
  - Working across a wide range of media, including print, broadcast and digital
- Excellent copy writing skills, with keen attention to detail
- Excellent written and verbal communication and interpersonal skills (or British Sign Language if primary language), with the ability to interact with individuals from a variety of backgrounds
- A confident, flexible, self-starting approach, with a strong ability to work within a team
- Ability to multi-task and deliver to tight deadlines
- Understanding of and interest in social media, influencers and digital content and their uses
- Knowledge and understanding of corporate PR strategies based on actual campaigns delivered
- Collaborative manager, who is able to lead by example and motivate staff effectively
- A high level of computer literacy and knowledge of an on-line press contacts database
- An active interest in the performing arts, particularly dance, music, theatre or opera
- Previous experience of supervising others
- Experience and understanding of regional touring and/or learning and community engagement work
- Ability to disseminate cross-departmental activity information for strategic campaign purposes
- Experience of commissioning photoshoots and organising press trips
- Analytical skills and ability to plan and evaluate
- A flexible approach to working hours (as some evening work will be essential)
- Awareness of the British dance or arts press
- Must currently hold the right to work in the UK



## Why work for us?

You will be a key part of our mission to make and share dance that inspires us all and delivering our vision to create, through dance, a depth of connection beyond borders, cultures and languages, so we see ourselves in each other.

- You will be offered a salary of circa £35,000 per annum based on working 35 hours per week, plus an additional paid meal break each day. This position has an immediate start date.
- You will get 25 days annual leave per annum, with an additional three days after five years' service
- You will be enrolled into the Sadler's Wells Trust Ltd. pension scheme
- You will have access to our comprehensive Employee Assistance Programme (EAP) to support your wellbeing
- You will engage in learning and project opportunities to develop personally and professionally, and support your career journey
- You can access an interest-free Season Ticket Loan and a Cycle to Work salary sacrifice scheme
- You will be eligible for a death in service insurance policy covering twice your annual salary
- You will be encouraged to attend performances at both theatres with a discretionary allocation of tickets to employees (subject to availability), and a staff discount at the Garden Court Café
- We welcome everyone through our doors and encourage and enable people to be the best versions of themselves and to feel confident and capable in their roles
- We celebrate diversity in the dance we share and showcase, and in our workplace. We are working hard to be more inclusive and increasing access both on stage and off and have several anti-racism commitments to make lasting changes in the way we work

## Making an application

A Job Description and Person Specification are included in this document. If after reading you are still interested in applying, please find further details and information on how to apply [here](#).

If you would like support or have any queries regarding the format or submission of the application, please contact us on [recruitment@sadlerswells.com](mailto:recruitment@sadlerswells.com).

We welcome applications from people from all backgrounds who feel they align with our mission, vision and values. We are international and multicultural on our stages, and we want to reflect that in our organisation. By celebrating difference and incorporating diverse points of view and experiences, we can become closer to our artists, audiences and the communities we serve.

We are proud to be a Disability Confident employer meaning we have been certified by the government as actively taking steps to attract, recruit and retain disabled workers. We understand that some disabled colleagues will need adjustments to help them perform to the best of their ability – these can be changes to the built environment and furniture, the tools and technology they use in doing their job, aspects of the role, ongoing support or working arrangements.

Sadler's Wells also works collaboratively with Parents in Performing Arts (PiPA) in efforts to support parents and carers within the industry.

**We welcome all applications by 11.59pm GMT on Sunday 3 July 2022. Interviews will take place thereafter on the week commencing Monday 11 July 2022.**