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Sadler's Wells  
**Marketing Managers**



## Contents

03 .....	Foreword
04 .....	Background Information
05 .....	The Department
06 .....	What are the roles?
07 .....	What are the core responsibilities?
08 .....	Who should apply?
09 .....	Why work for us?

## Foreword

*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.

Each role offers you the opportunity to bring your ideas, passion, knowledge and experience to Sadler's Wells. In return, the successful candidates 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 their lives and deepen their 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 (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

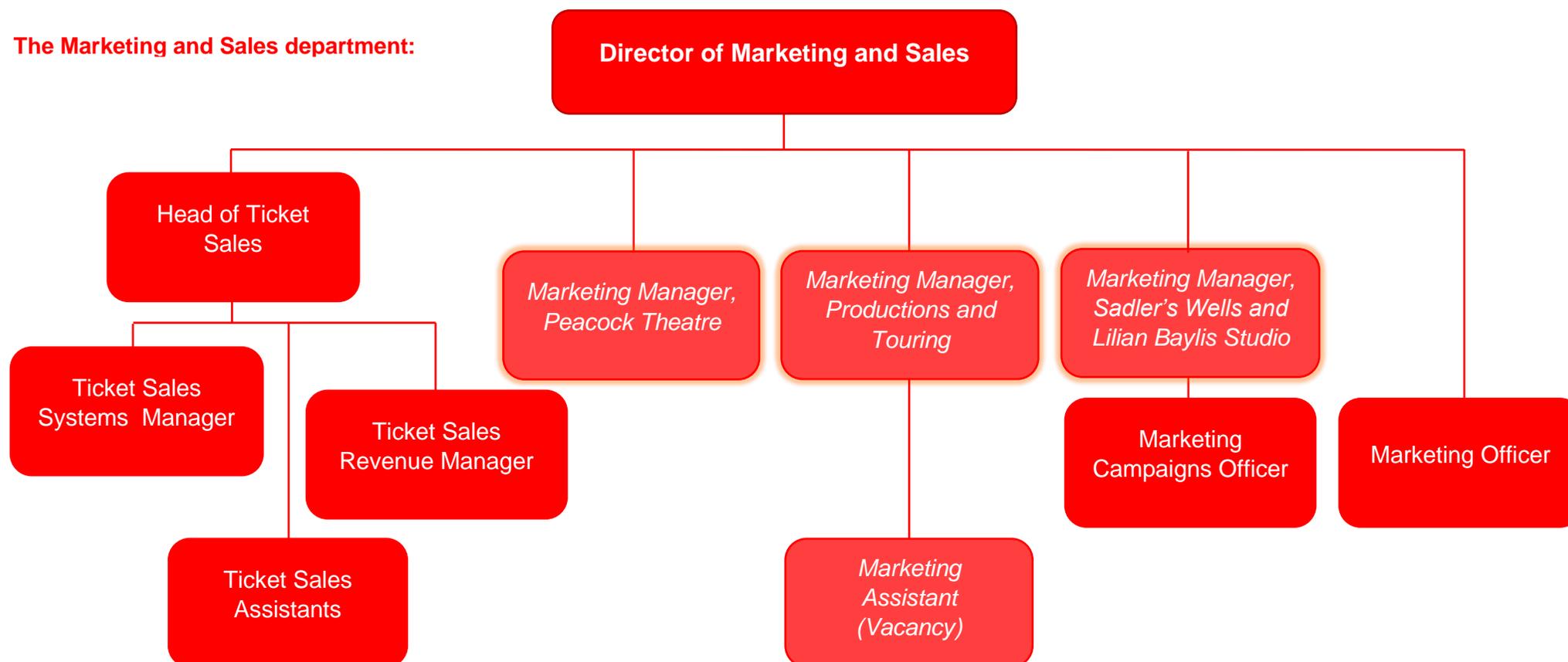
The department is made up of the Marketing team and the Ticket Sales team.

The Marketing team devises and implements marketing campaigns for productions presented at our three theatres and supports the marketing of our national and international producing and touring work and for Sadler's Wells Digital Stage. The team is responsible for Sadler's Wells' membership scheme and Barclays Dance Pass, a ticket scheme for 16-30 year olds. The team also leads audience development within the organisation.

In a typical year, the team is responsible for delivering over 70% of Sadler's Wells income through generating ticket sales for our London productions.

The team works particularly closely with the Producing and Touring department as well as Content, Digital, Press, Programming and Learning and Engagement departments.

### The Marketing and Sales department:



## What are the roles?

We are looking to appoint three Marketing Managers. The key purpose of each role is to oversee marketing campaign activity for Sadler's Wells as well as to support elements of the Marketing team's audience development initiatives, specifically in growing awareness and audience base in anticipation of the opening of our new Stratford venue.

The Marketing Managers report to the Director of Marketing and Sales.

### Marketing Manager, Productions and Touring

This role will work with a range of high profile artists creating marketing campaigns for international and UK tours. This role will work closely with our National Youth Dance Company (NYDC), and Breakin' Convention team, and support key elements of audience development.

#### Key responsibilities of this role are:

- Overseeing the conception of marketing assets for Sadler's Wells productions, co-productions, touring or Digital Stage Projects, including strong artist liaison and complex stakeholder management
- Responsible for communications for Sadler's Wells productions on tour in the UK and internationally, including, business-to-business activity of the Producing & Touring department and digital channels
- Act as a named lead for key Sadler's Wells-led artistic initiatives; Breakin' Convention and NYDC
- Line managing the Marketing Assistant

### Marketing Manager, Sadler's Wells and Lilian Baylis Studio

This role is responsible for creating and implementing campaigns to deliver audiences to our two spaces; Sadler's Wells Theatre and Lilian Baylis Studio. Also the role is responsible for growing our membership revenue.

#### Key responsibilities of this role are:

- Overseeing Sadler's Wells and Lillian Baylis marketing campaigns, to deliver significant audiences
- Developing long lead membership strategies and implement recruitment, re-engagement and retention campaigns
- Line managing the Marketing Campaigns Officer

### Marketing Manager, Peacock Theatre

This role is responsible for creating and implementing campaigns to deliver a wide range of audiences to our West End venue; the Peacock Theatre, attracting many to their first dance production.

#### Key responsibilities of this role are:

- Collaborate with the Ticket Sales team in developing long lead sales strategies for the Peacock Theatre, including co-negotiating with ticket agencies and affiliates, working with partners within the West End marketplace and maximising revenue and achieving targets
- Act as brand guardian for Sadler's Wells and the Peacock Theatre in liaison with promoters on rental deals.

# What are the core responsibilities?

The following areas correspond to all three Marketing Manager roles.

## Marketing Campaign Strategies

- Achieving audience and sales targets or KPIs
- Developing excellent working relationships with visiting producers, Sadler's Wells colleagues, and agencies or suppliers to deliver successful campaign outcomes
- Innovative and evidence-based campaign planning via appropriate channels and methodology
- Persuasive and creative copywriting across all marketing communications and aligned to organisational messages
- Executing elements to time and within budget
- Campaign management and monitoring, adapting campaigns in response to sales and audience behaviour
- Analysis and evaluation of audience and sales behaviour

## Audience Development

- Accessible communications and performances (audio described, BSL interpreted, relaxed performances)
- Growth of young audiences via Barclays Dance Pass
- Promotion of programme to Schools and communities in Islington and Stratford, in liaison with Learning & Engagement department and developing long term engagement of these new audiences
- Increasing the diversity of audiences and ensuring an inclusive approach to all marketing communications

- Development of partnerships to grow the overall Sadler's Wells audience base in anticipation of our new venue opening

## General

- Deputise for the Director of Marketing and Sales as and when required
- Act as a brand guardian for Sadler's Wells, ensuring Sadler's Wells visual identity and tone of voice is consistently implemented across all promotional and communication materials
- Maximise income and minimise expenditure without loss of quality in all areas of responsibility. Control relevant budgets and ensure all financial and policy matters are managed in strict accordance with Sadler's Wells policies and procedures
- Work on other projects and activities within the Marketing team as required and to play an active role in achieving the aims and targets of the team and the organisation
- Carry out all administrative work generated by the above activities
- Undertake other duties as may be reasonably required
- Attend occasional staff meetings, training sessions and other events, which may take place outside normal working hours
- 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 THESE POSITIONS. IT IS NEITHER WHOLLY COMPREHENSIVE NOR RESTRICTIVE AND DOES NOT FORM PART OF THE CONTRACT OF EMPLOYMENT.*

## Who should apply?

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

### Skills and Experience

- Substantial marketing experience in an arts organisation or proven transferable skills from a similar sector
- A creative approach to devising marketing strategies, implementing marketing campaigns and monitoring related sales or project KPIs
- Exceptional written and verbal communications skills, including strong copywriting, with excellent attention to detail
- Excellent project management skills and the ability to coordinate a variety of simultaneous projects to tight deadlines and within budget
- Proven record of achieving financial sales targets
- Good analytical skills, able to analyse data, including audience behaviour and evaluate marketing efficiency
- Experience of working with a range of stakeholders to develop successful production branding, creative and digital content
- Highly collaborative, diplomatic, with the ability to develop excellent relationships with senior managers, colleagues, other venues in UK and internationally
- Expertise in reaching a diverse range of new audiences and ability to evaluate success
- Excellent working knowledge of paid digital marketing platforms and experience of successful working relationships with agencies
- Data literate, and takes an evidence-based approach to digital and social media marketing

### Additional, but not essential

- Understanding of the performing Arts and London theatre market and/or dance sector
- Experience of CRM and segmentation, and ability to develop skills in Tessitura, Sadler's Wells' CRM system
- Enthusiasm and commitment to the Arts

Working experience of tour marketing in the UK or internationally, as well as good relationship maintenance with UK regional venues and Language skills (specifically Italian, German, French or Spanish) would be particularly useful to the role of Marketing Manager, Productions and Touring.

Working experience of marketing in the UK Arts or Entertainment industry, as well as experience of leading successful membership schemes and revenue management strategies/systems would be particularly useful to the role of Marketing Manager, Sadler's Wells Theatre and Lilian Baylis Studio.

Working experience of commercial marketing in the UK Arts or Entertainment industry, as well as experience of revenue management strategies/systems would be particularly useful to the role of Marketing Manager, Peacock Theatre.

## 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 £35,000 per annum, based on a 35 hour per week
- You will get 25 days annual leave, 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 embrace a blend between home and office working, and we welcome a conversation about flexible working and your needs
- 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 a number of 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 aim at all times to recruit the person who is most suited for the job. 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 differences 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.



**Closing date for completed applications is 11.59pm on Thursday 8 April 2021. Interviews will take place on week commencing Monday 19 April 2021.**

