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Sadler's Wells

Interim Marketing Manager



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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.



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.

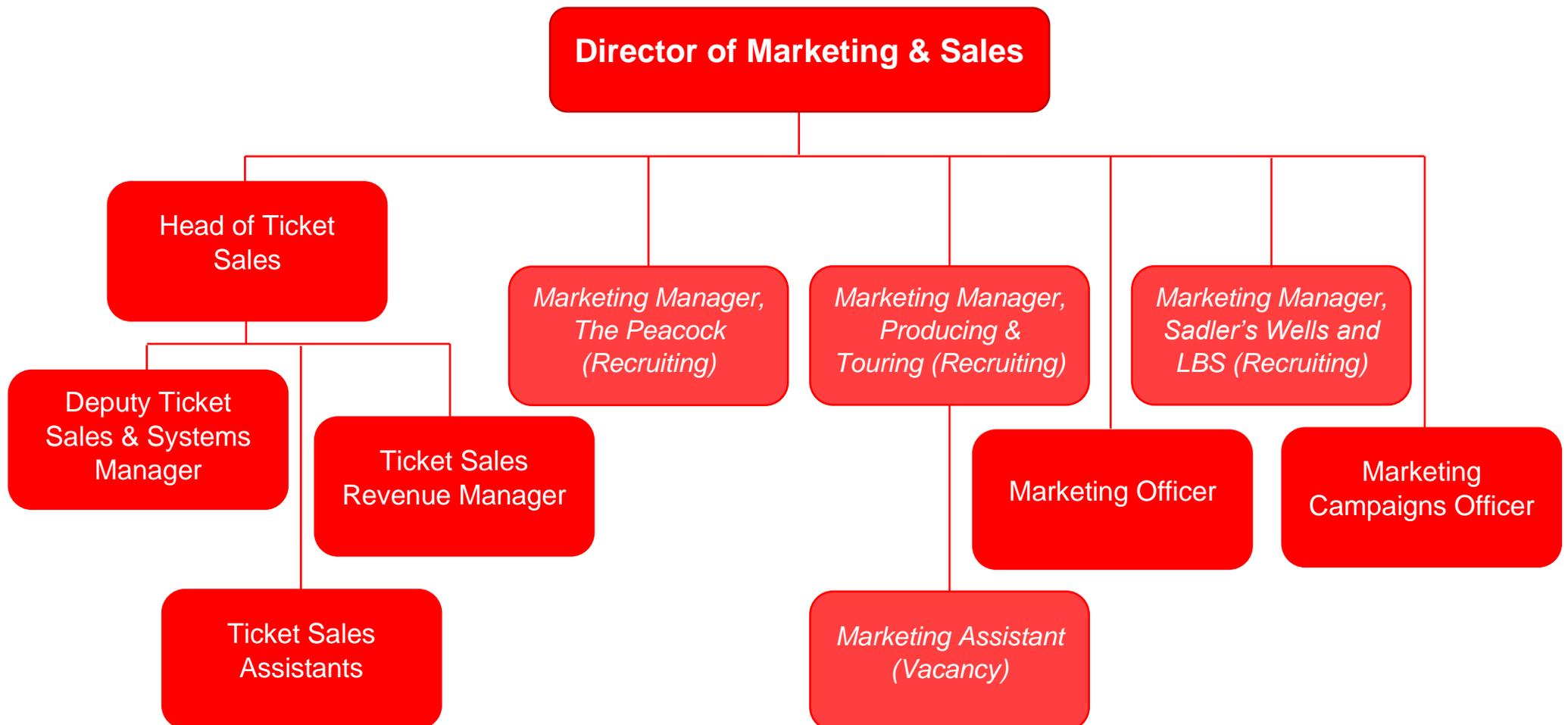
Future Plans

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 post of Interim Marketing Manager is a key role within the Marketing and Sales department. The Marketing team are responsible for devising and implementing marketing campaigns for all productions presented at our three theatre venues; Sadler's Wells Theatre, The Peacock Theatre, Lilian Baylis Studio and Sadler's Wells Digital Stage. The team work closely with other departments to deliver audiences for the organisation.



The Role

This is a short-term role, set to provide support across the Marketing team. In our recovery year, post closure, this role will work collaboratively with the Director of Marketing and Sales on all aspects of the marketing strategy as our theatres open.

What are my responsibilities?

Marketing

- Project manage campaigns for our socially distanced performances at Sadler's Wells (May/June) including copywriting and asset creation
- Research and design campaigns for "full capacity" from July
- Implement early activity for key Peacock Theatre productions in Autumn
- Support Producing and Touring or Digital Stage activity as required
- Feed into the development of our team audience development strategy
- Support the Director of Marketing and Sales in other marketing activities when required, e.g. Membership, Barclays Dance Pass.

General

- Represent the Marketing and Sales department of Sadler's Wells as required
- Maximise income and minimise expenditure without loss of quality in all areas of responsibility
- 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 THIS POSITION. IT IS NEITHER WHOLLY COMPREHENSIVE NOR RESTRICTIVE AND DOES NOT FORM PART OF THE CONTRACT OF EMPLOYMENT.

Who should apply?

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

Skills and Experience

- Substantial marketing experience within an arts organisation, with a flexible and adaptable attitude to learning new organizational practices
- A creative approach to devising marketing strategies, implementing marketing campaigns and monitoring related sales or project KPIs
- Excellent project management skills and the ability to coordinate a variety of simultaneous projects to tight deadlines and within budget
- Exceptional communication skills, including copywriting, with excellent attention to detail
- Proven record of achieving financial sales targets
- Highly collaborative, with the ability to develop excellent working relationships quickly. Experience of supporting teams would be useful
- Excellent working knowledge of paid digital marketing platforms and experience of successful working relationships with agencies
- Data literate, with an evidence-based approach to digital marketing



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 pro rata, based on a 35 hour per week, 3 month fixed-term contract
- You will get 25 days annual leave (pro rata)
- 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 as well as other staff benefits
- 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.

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 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.



This is an ongoing vacancy and candidates will be invited to interview as and when suitable applications are submitted.

Once we have found a suitable candidate, the vacancy will be closed without further notice.