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Sadler's Wells

**Marketing Campaigns Officer**



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## Welcome

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

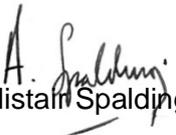
Our **mission** is to make and create dance that inspires us all, and our **vision** is to create, through dance, a depth of connection beyond borders, cultures and languages, so we see ourselves in each other.

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.

With best wishes,

  
Alistair Spalding, Artistic Director and CEO



## 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

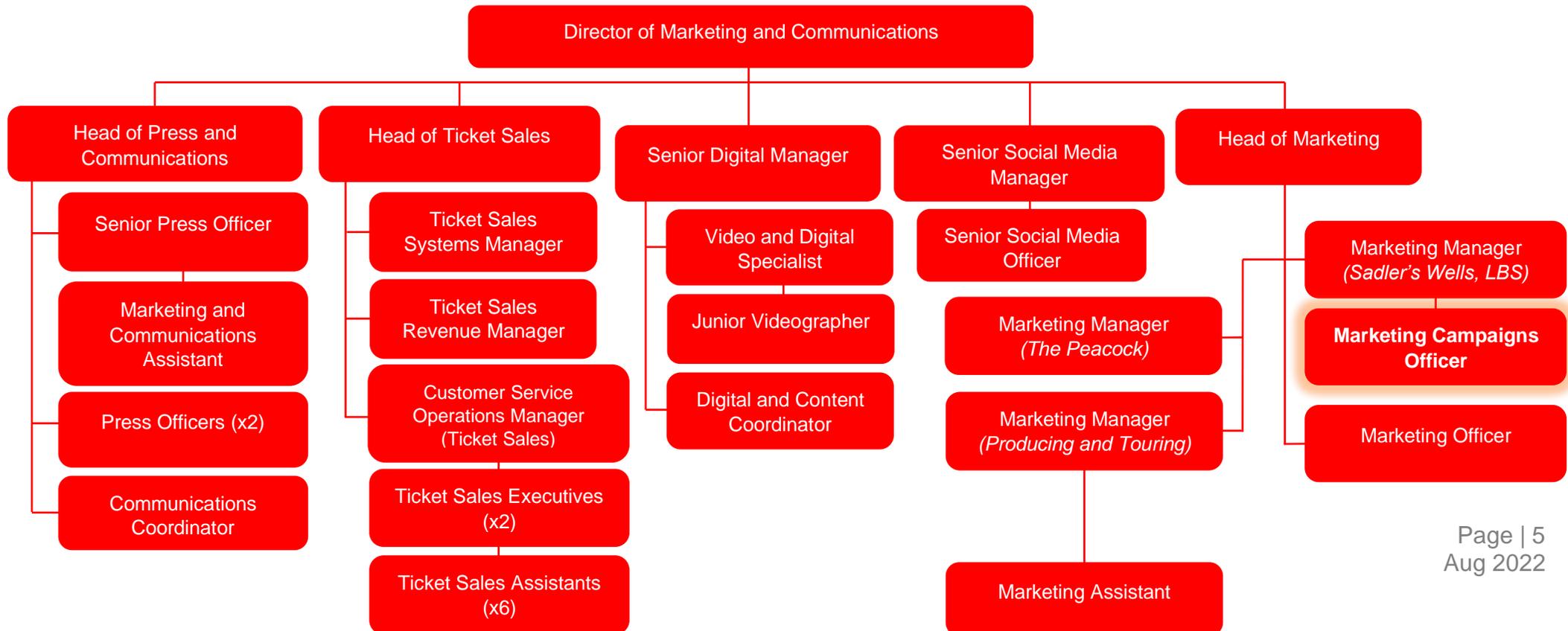
The Marketing & Communications department is made up of the Marketing, Social Media, Digital, Ticket Sales, and the Press and Communications teams.

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 Communications department:



## What is the role?

The Marketing Campaigns Officer reports to the Marketing Manager.

The key purpose of the role is to prepare and deliver innovative and effective marketing campaigns, for and alongside the Marketing Manager Sadler's Wells and Lilian Baylis Studio, and occasionally support the Head of Marketing with the implementation of campaign activity.

This role is also playing a key part in work towards the ultimate departmental aims of increasing ticket revenue and building new audiences to the theatre.

## What are my responsibilities?

### Campaign planning

- Creating and leading multiple campaigns for Sadler's Wells and the Lilian Baylis Studio each season.
- Researching visiting companies and productions and contributing to the collation of campaign assets.
- Identifying key target markets, and crafting key messages and engaging copy to reach different audiences.
- Being a key driver of departmental brainstorming.
- Researching new audiences and marketing opportunities to expand show campaign reach.
- Handling relationships with agencies (media and distribution) and service providers including designers, printers, mailing houses and ticket agents.
- Monitoring financial and audience targets for productions and working with the Sales and Revenue Manager on revenue management strategies.

### Campaign delivery

- Planning and booking media advertising campaigns (print, out of home, digital, radio).
- Delivering email marketing campaigns (with Wordfly) as part of the eCRM strategy, using Sadler's Wells' audience segmentation modelling.
- Developing digital and paid social campaigns to target specific audiences.
- Briefing designs and creating production print.
- Sourcing and developing promotional partnerships.
- Booking and managing campaign print distribution.

### Campaign management

- Controlling and managing each show marketing budget and undertaking budget reconciliation with the Finance Department at the end of each run, ensuring all invoicing and purchase order needs are up to date.
- Liaising, consulting and reporting with visiting companies, producers, promoters and internal colleagues.

- Running direct mail campaigns, including managing data extractions on Tessitura.
- Managing activity and maximising opportunities with ticket agents.
- Organising and overseeing promotional and post-show events.
- Working alongside the Social Media team on devising content for social media campaigns across Facebook, Twitter, Instagram.
- Devising and managing promotional discount initiatives, working closely with Ticket Office in negotiating promotional support from ticket agents and promotional partners.
- Working alongside the in-house video team/ or freelancer videographers to oversee promotional videos and trailer updates.

### Research, data and reporting

- Utilising the CRM system, Tessitura, to collate and analyse data.
- Reporting on all aspects of campaign delivery, including sales and audience figures (using Tessitura Analytics, Vital Statistics), digital analytics (primarily Google) and eCRM (Wordfly).
- Creating post-show campaign reports.

### 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 line manager at Sadler's Wells
- Contributing to all other aspects of marketing campaigns, including proof reading as required and to a high standard
- Representing the Marketing department of Sadler's Wells as required.
- Managing the department's credit card statements.
- Maximising income and minimising 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
- 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.*

## Who should apply?

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

### Skills and Experience

#### Essential

- At least two years' experience of working in a Marketing department for an arts/entertainment organisation with proven record of campaign administration
- A creative and organised approach to running marketing campaigns, with the ability to coordinate a high volume of productions simultaneously and to tight deadlines.
- High level of computer literacy, ideally with experience using Photoshop, and the aptitude to learn new systems.
- Experience of working with budgets.
- Excellent written and verbal communication and interpersonal skills.
- Experience of coordinating digital marketing campaigns.
- Numeracy skills, with the ability to understand and analyse figures.
- Knowledge of CRM ticketing systems, ideally Tessitura, for marketing purposes.
- Inquisitive, pro-active, and takes initiative and ownership.
- Outstanding attention to detail and proof-reading skills.
- Active interest in the performing arts, particularly dance.
- Must currently hold the right to work in the United Kingdom

#### Additional, but not essential

- Knowledge of the London theatre market and dance sector.
- Experience using Wordfly.
- A diplomatic attitude towards working with partners and stakeholders.
- Good visual / graphic design sensibility.



## 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 £ £27,193.46 per annum based on a 35-hour working week, plus an additional paid meal break each day
- 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 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 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 Friday 19 Aug 2022. Interviews will take place thereafter on the 1 and 2 of Sep 2022.**

