



Marketing Officer

About Sadler's Wells

Sadler's Wells is a world-leading creative organisation dedicated to dance in all its forms. With over three centuries of theatrical heritage and a year-round programme of performances and learning activities, our mission is to make and share dance that inspires us all. Our vision is to create, through dance, a depth of connection beyond borders, cultures and languages, so we see ourselves in each other.

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.

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' staff.

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 academy, all planned to open at the end of 2022.

The Department

Responsible for delivering over 70% of Sadler's Wells income through generating ticket sales, the department is made up of the Marketing Campaigns team and the Ticket Office.

The Marketing Campaigns team devises and implements marketing campaigns for all productions presented at our three theatres, supports the marketing of our productions on international stages, and is responsible for Sadler's Wells' membership scheme. The team works closely with Content, Digital, Programming and Press teams.

The Marketing Officer reports to the Head of Campaign Marketing.

Key Objectives

- Oversee the production of season guides, programmes and members' brochures.
- Be the go-to copywriting expert in Marketing.
- Work towards the ultimate departmental aims of increasing ticket revenue and building new audiences for the theatre.

Key Responsibilities

Planning and copywriting

- Research visiting companies and productions, for initial onsale planning and for wider sharing with the Campaign Marketing team.
- Collate assets for all new productions going onsale including images (rehearsals, production and artists), copy and videos for use online, in print, evening programmes and digital marketing.
- Create engaging production and general marketing copy for multiple platforms to connect with diverse audiences, including our website, members' brochures, season guides, emails, programmes and other marketing comms.
- Support in the delivery of Sadler's Wells' campaigns, including branding campaigns, memberships and ticket schemes.
- Participate in departmental brainstorming meetings.

Publications:

Brochure and Guide

- Project-manage the production of the biannual members' brochures and season guides, including preparing paginations, copywriting, design briefing, proofing, print production and budget management.
- Liaise with artists, companies, designers, internal stakeholders and printers on the production of the brochure and guide.

Programmes

- Project-manage the schedule and production of evening programmes, including full-size programmes using John Good Holbrook Ltd, small-scale programmes and freesheets.
- Be responsible for researching, copywriting, commissioning writers, designing mini-programmes using In-Design, briefing external designers, proofing and editing information, and dealing with advertising enquiries.
- Under the direction of the Marketing Manager, Productions & Touring, oversee tour venues' print of Sadler's Wells' productions, including; crediting, brand guardianship, proof-reading and approvals of posters, brochures, websites and programmes.

General design and print

- Occasionally assist and advise other internal departments in creating print, including; booklets and business cards for Producing & Touring, supporters' boards teacher packs for Learning & Engagement and catering menus for Catering & Events.
- Support the Marketing department with copywriting requests, editing and proof-reading promotional materials, direct marketing and web pages.
- Manage an effective archive system for programmes.

Branding

- Act as a brand guardian, ensuring that Sadler's Wells' visual identity guidelines are understood and followed both externally and internally across all activities and spaces, especially relating to promotional and communication materials.
- Be a point of contact for all internal and external enquiries about branding.

General

- Working on other projects and activities within the Marketing Campaigns department as required and playing an active role in achieving the aims and targets of the organisation.
- Represent the Marketing department of Sadler's Wells as required.
- Carry out all administrative work generated by the above activities as required.
- Maximise income and minimise 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.

- At all times to carry out duties and responsibilities with regards 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' premises.

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.

What we are looking for

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

Essential criteria

- At least two years of copywriting experience, ideally in a Marketing department of an arts or entertainment organisation
- Excellent attention to detail and proof-reading skills
- Exceptional written English
- High level of computer literacy, with specific experience of working with Photoshop and other packages; such as Adobe creative suite, including InDesign
- Experience of working in print production, and with an understanding of the print process
- Understanding of digital image protocols
- Exceptional organisational skills, with ability to work flexibly under pressure, to prioritise and meet deadlines
- A confident communicator with a diplomatic attitude towards working with artists, visiting companies, other departments, venues and suppliers
- Active interest in the performing arts

Desirable criteria

- Knowledge and interest in dance
- Ability to work independently, using your own initiative and as part of a team.

Terms and conditions

Salary £26,600 per annum, based on 35 hours per week, plus an additional paid meal break each day.

Annual leave entitlement is 5 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:

- Employee Assistance Programme (EAP) – Free confidential support service.
- Season Ticket Advance – Interest free loan to purchase a home to work travel ticket.
- Cycle to Work Scheme.
- Death in Service Benefit – Equivalent to twice your annual salary.
- Staff discount at Garden Court Café.
- Discounted performance tickets (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.

Further guidance on completing your application form can be found via the link below

[Applying for vacancies at Sadler's Wells](#)

Please submit the online application form by 11.59pm on Sunday 8 December 2019. Late applications will not be considered.

Interviews will take place on Tuesday 17 December 2019.

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