

SADLER  
ERSWELL  
S

Sadler's Wells

**Director of Content & Audiences**



## Contents

<b>03</b>	<b>.....</b>	<b>Foreword</b>
<b>04</b>	<b>.....</b>	<b>Background Information</b>
<b>05</b>	<b>.....</b>	<b>The Role</b>
<b>06</b>	<b>.....</b>	<b>Responsibilities</b>
<b>08</b>	<b>.....</b>	<b>Person Specification</b>
<b>09</b>	<b>.....</b>	<b>Terms and Conditions</b>

## Foreword

*Thank you for your interest in joining Sadler's Wells. This is a senior role which will make a fundamental contribution to our future growth and development. 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. As well as being the place where artists come together to create dance, this is the place where people of all ages and from all walks of life come to experience dance – to take part, learn, experiment and be inspired.

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

The digital revolution has changed all of our lives and continues to change our world at a fast pace. We have initiated a new digital strategy, leading with the development of a new Sadler's Wells website, and our aim is to embrace digital in all parts of the work we do. Having made some strides in this direction already, we now need someone who will ensure that our content and communications are consistent, inspiring and effective across all channels, and have audiences' needs at their heart.

We are building new skills and capabilities across all our staff teams and the newly created department of Content & Audiences will lead the development of our brand, and the growth in our advocacy, reputation and reach across new and more diverse audiences. This will be crucial to us in securing the profile and audience-generated revenue which will ensure we continue to be one of the world's cultural leaders.

This is an exciting time in the theatre's history as we work towards opening a fourth venue in Queen Elizabeth Olympic Park in east London in 2022. This role offers you the opportunity to bring your ideas, passion, knowledge and experience to Sadler's Wells. In return, you 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.

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 17<sup>th</sup> 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 Role

The new role of Director of Content & Audiences consolidates responsibility for audiences, digital content, press and communications into a single position on Sadler's Wells' senior management team. The purpose of the role is to develop our brand and reputation, and increase our reach. As the keeper of the Sadler's Wells brand and a leading driver of our digital strategy, the post-holder is responsible for all means of external and internal communications including press and media; forging strategic partnerships to help deliver our digital priorities; creating compelling and meaningful content; and engaging the full spectrum of Sadler's Wells' audiences and stakeholders.

This key role creates stories, key messages and plans that are built on insight and are communicated in a consistent, inspiring and responsive way in order to broaden our audiences and help achieve our revenue targets.

### Strategic and operational accountabilities:

- End-to-end content proposition, with digital being a critical and growing component
- End-to end view of the customer to achieve audience KPIs; support for artist-led digital commissions
- Delivery of content-related partnership strategy
- Internal and external communication, including press and media; advocacy; and all brand-building marketing communication
- Articulation of Sadler's Wells' brand and tone of voice

### Direct reporting lines:

The post reports to the Executive Director and manages:

- Head of Media Relations
- Digital Manager
- Content Manager
- Media relations including press
- (dotted line) Senior Strategy & Communications Manager



The post also works closely with the Human Resources department for the delivery of internal communications and employer branding. There is regular and close collaboration with the Campaigns & Sales department for audience development; with the Systems & Data department to leverage data; and with the Development department on partnerships.

# Responsibilities

## Content and reach

- To devise, direct and develop the overarching content strategy for Sadler's Wells, ensuring a fully integrated approach across all communications platforms and all Sadler's Wells stages
- Increase our reach across all communication channels
- Devise and deliver targeted content to reach more diverse audiences, physically in our theatres, and online
- Refine and leverage data and segmentation to ensure all our audience communications are targeted and personalised
- Develop new content to increase audiences' understanding of Sadler's Wells' programmes in order to increase our supporter base, particularly membership and Rehearsal Membership
- Devise and deliver the digital tie-in content that garners trust and goodwill and embodies Sadler's Wells' brand and values
- Use insight to inform all content, and thorough evaluation to guide future activities and developments. Ensure audience insight and knowledge is shared across the organisation
- Ensure that all data are collected, stored and managed efficiently and effectively and within GDPR guidelines and best practice
- Ensure all content and communications embody and enhance the essence of Sadler's Wells' ethos, values, brand identity and live experience

## Brand and advocacy

- Develop our brand story and key messages, ensuring the whole organisation buys into them and adopts them
- Appoint and manage external agencies where necessary for brand and design
- Update and maintain our brand guidelines and tone of voice, and develop ways to ensure this is delivered in all communications across the organisation. Ensure all communications materials are up to date and reflect the Sadler's Wells brand
- Be an ambassador for Sadler's Wells by actively contributing to our advocacy programmes and championing effective and consistent communications internally
- Take a lead in press/media advocacy at a senior level, supporting the press team to deliver media campaigns that enhance our reputation and profile, and contribute to our revenue targets
- Spearhead and broker new partnerships to raise Sadler's Wells' profile nationally and internationally and to position it amongst appropriate thought leaders, brands, influencers and networks

## Leadership

- Provide clear, effective and visible leadership to the Content & Audiences teams, ensuring that all team members are stimulated, motivated and guided to contribute fully to Sadler's Wells' Strategic Plan and values
- Ensure a joined up approach to all content and communications by developing a set of collaboration mechanisms across functions and reporting lines, with appropriate forums set up for each

- Develop talent within teams, reviewing and measuring performance, building confidence and growing skills among staff members
  - Embrace digital ways of working to adapt, grow and continue to deliver our mission in a changing cultural landscape
  - Empower team members to identify innovative approaches to enhance our content and communications
  - To attend occasional staff meetings, training sessions and other events, which may take place outside normal working hours
  - To 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' premises
- General**
- To maximise income and minimise expenditure without loss of quality in all areas of responsibility

*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.*



## Person specification

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

### Essential requirements

- Excellent understanding, based on practice and track record, of integrated media, content and communications, particularly digital channels and techniques
- A data-driven approach to growing audiences and generating brand value
- Experience of setting and tracking meaningful KPIs for audience reach and relevance
- Experience of working successfully to strategic priorities and operational targets, with proven ability to translate ideas into effective action speedily and within a finite budget
- Ability to apply an audience-centric approach to strategic decision making
- Able to demonstrate a commitment to diversity and inclusion
- Comfortable with change and effective at promoting and delivering it
- Ability to work collaboratively and bring together multi-disciplinary teams into a cohesive and effective unit
- Sophisticated management skills, able to secure high quality outcomes through teams
- Convincing presentation and interpersonal skills, with the ability to negotiate with a broad range of stakeholders
- A strong empathy with Sadler's Wells' values, mission and objectives

## Terms and conditions

- Competitive salary, dependent on experience, based on working 35 hours per week, plus an additional paid meal break each day. Regular evening and weekend work will be required.
- 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 interest-free season ticket loans
- The company offers a Cycle to Work salary sacrifice scheme
- The company has a Death in Service insurance policy covering twice the annual salary
- The company encourages attendance of performances at both theatres with a discretionary allocation of tickets to employees (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 13 January 2019. Late applications will not be considered.**

**Interviews will take place on week commencing Monday 21 January 2019.**