

**STRATFORD  
EAST**

**SENIOR MARKETING MANAGER  
APRIL 2024**



**STRATFORD**  
HERE FOR  
GREAT THEATRE **EAST**





## WELCOME

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Thank you for your interest in the post of Senior Marketing Manager.

This pack includes information on Stratford East, the job description, person specification and details on how to apply. Please read all the information carefully before starting your application. Only relevant information will be considered when shortlisting applicants for interview. You may find it helpful to look at the Stratford East website [www.stratfordeast.com](http://www.stratfordeast.com) for general information on the theatre's policies, current programme and past history.

We would like all applicants to know that if they need additional support during the recruitment process we are happy to make reasonable adjustments.

**The deadline for receipt of completed applications is Midday on Monday 20 May. Applications received after Midday on the deadline date will not be accepted.**

It is intended that initial interviews will take place on w/c 27 May.

We may ask you to carry out a task as part of the interview process. We give as much notice as possible ahead of a task. We are happy to make reasonable adjustments for applicants, if needed, to complete the task.

If you have questions about the recruitment process, or need assistance, please contact [recruitment@stratfordeast.com](mailto:recruitment@stratfordeast.com)

Stratford East is committed to a policy of equal opportunities embracing diversity in all areas of activity and positively welcomes applications from disabled people and people of all ethnicities.

## HOW TO APPLY

To apply for the post, please:

- Complete an application form. Use the Supporting Information section on the form to explain why you are interested in this role and how your experience and skills match the person specification
- Complete the optional equal opportunities monitoring form via this [link](#)
- Enter your details on our [online submission form](#) and upload the application form
- When submitting your application form via our website, please ensure your full name is part of the file name of the document you upload
- Do not submit CVs, as these are not accepted

Supporting statements can be submitted in written, video or audio format, please see the application form for more details.

## SAFER RECRUITMENT PRACTISES

Stratford East is committed to safeguarding and embeds safeguarding in all of its working practices.

As part of our recruitment process, we ask applicants to agree to undertake a DBS check and complete a self-disclosure form, if applicable to the role.

If required, applicants will need to complete a self-disclosure form if invited to an interview. The completed form should be brought to the interview in a sealed envelope, marked 'confidential'. The envelope will only be opened, and the contents reviewed, as part of our referencing process, if the candidate is successful. All unopened disclosure forms will be shredded.

References are only sought for successful candidates, when referees are approached, we will ask them to assess the candidate's suitability for the role if it involves working with children, young people, and vulnerable adults.





## STRATFORD EAST

Stratford East is here to make truly great theatre in an atmosphere that welcomes all, with extraordinary shows that are affordable by all in the beating heart of East London.

Stratford East is a producing theatre, built in 1884, in the heart of East London, situated a short walk from Stratford station. We have a proud history and an exciting future. We represent our culturally and socially diverse community in the work we make, the people we employ and our audiences and participants. We tell stories that are current, political and representative of London.

From 1953 – 1979 the theatre was the home of Joan Littlewood’s legendary Theatre Workshop Company which received international recognition with their acclaimed productions such as *Oh, What a Lovely War!* and *A Taste of Honey*. Many leading actors, writers and directors have been part of the Stratford East family including Meera Syal, Barbara Windsor, Don Warrington, Sheila Hancock, Indhu Rubasingham, Tanika Gupta, Roy Williams and Cynthia Erivo.

Under Nadia Fall’s Artistic direction, we present a bold programme of reimagined classics, timely revivals and ground-breaking new work. Our current season includes a new production to celebrate the 30th Anniversary of Jonathan Harvey’s coming-out and coming-of-age story *Beautiful Thing*, *Jack and the Beanstalk* as our annual pantomime, and a revival of the Stratford East hit musical *The Big Life*.

We run a Learning and Participation offer that is accessible and inclusive to all. We run a range of programmes to create a lasting impact for our local community which aims to:

- provide routes into the industry, across all theatre departments, with a particular focus on diversifying those coming into the workplace; and
- provide opportunities to people of all ages to develop their creative talents and engage with the theatre’s work, ensuring there is a creative outlet to the widest possible constituency.

## GOVERNANCE AND FINANCES

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Stratford East is a registered charity (Charity Name: Pioneer Theatres Ltd) and a company limited by guarantee. Stratford East Trading Limited is a subsidiary of the charity and operates the bar and catering provision. We are overseen by a non-executive Board of Directors chaired by Dame Margaret Hodge MP. The Board delegate day-to-day management of the theatre to its Executive Team: Nadia Fall (Artistic Director and CEO) and Eleanor Lang (Executive Director).

We have an annual turnover of approximately £3.5m and our work is funded through four main sources: grant income from Arts Council England and the London Borough of Newham; box office income; fundraising income from trusts, businesses and individuals; and other earned income which includes commercial hires, catering and front of house sales.





OUR LADY OF KIBEHO Photograph by Manuel Harlan

## JOB DESCRIPTION

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Job Title: Senior Marketing Manager  
Reporting to: Marketing & Communications Director  
Direct Reports: Marketing Officer  
Working with: Marketing and Box Office teams, external PR agency and freelancers

### MAIN PURPOSE OF THE ROLE

The Senior Marketing Manager will devise and deliver campaigns for all productions at Stratford East, working to ensure we meet our ticket sales and audience targets. In addition, this post will devise and deliver campaigns for our Bar, theatre hires and any campaigns needed by other departments, such as the Development and Learning & Participation teams.

You will have a passion to maximise our audience reach and diversity, and a commitment to making theatre accessible for all. You will manage the Marketing Officer and be the key point of contact for external companies such as PR agents, ticket agents and graphic designers, overseeing their work.

### PRINCIPAL DUTIES AND RESPONSIBILITIES

#### Campaigns

- Devise, deliver and manage all marketing campaigns for Stratford East productions and visiting productions
- Deliver campaigns within budget, to maximise attendance and to reach sales targets
- Brief designers on creative concepts, working with creative teams and the Marketing & Communications Director
- Work with our PR agency on season announcements and other press releases
- Monitor and evaluate campaigns, ensuring the ROI and other key metrics are tracked. Report findings and use the results to inform and shape future marketing strategies and planning

## Campaigns (cont.)

- Ensure all marketing communications are accurate, and maintain and build the theatre brand
- Devise and deliver campaigns to support the promotion of the theatre bar, venue hires
- Collaborate with other teams, such as Development and Learning & Participation, to support their campaigns
- Manage and evaluate audience surveys
- Work with the Audience Experience Manager and ticket agents to allocate tickets for productions

## Digital

- Develop Stratford East's tone of voice and content creation across all digital platforms
- Maintain knowledge of emerging digital trends and ensure that Stratford East is engaging with them
- Set up and manage all paid digital marketing campaigns
- Oversee the social media content plan and schedule, working with the Marketing Officer to create regular and engaging content
- Work with the Marketing Officer to develop targeted email campaigns. reviewing the effectiveness to inform future strategies
- Ensure the branding, accuracy of information and functionality of the Stratford East website is maintained
- Work closely with the Audience Experience Manager to ensure information on Spektrix is up to date and accurate
- Oversee visiting company data sharing process and ensure GDPR compliance
- Data analysis using Spektrix and Google Analytics



## Audiences

- Ensure that campaigns work to fulfil the Stratford East audience development objectives
- Identify and develop relationships with key influencers for campaign-related marketing support
- Develop strategies for gaining audiences from underrepresented groups, including, but not limited to D/deaf and disabled audiences and people from disadvantaged backgrounds
- Support the Marketing & Communications Director in the development of Stratford East's external communications, ensuring audiences and stakeholders are aware of our work

## General

- Assist at Stratford East press nights
- Represent the theatre at events, conferences and meetings
- Maximise income and minimise expenditure wherever possible, without jeopardizing the quality of the work or the reputation of Stratford East
- Be familiar with and abide by all Company Policies including, but not limited to, our Equal Opportunities Policy, Dignity at Work Policy and Health and Safety Policy
- Work in line within Stratford East's GDPR policy
- Support and advocate for Stratford East, its mission, aims and activity
- Maintain an active role in Stratford East's anti-racism, anti-ableism and environmental sustainability work
- Undertake any other duties as appropriate to the post







Person Specification	Essential	Desirable
<b>Knowledge and Experience</b>		
Minimum of two years owning campaigns in theatre marketing	X	
Experience of achieving sales targets through targeted campaign planning, analysis and monitoring	X	
Experience implementing targeted communications within a customer segmentation strategy	X	
Experience of digital marketing and maintaining websites	X	
Experience of line management	X	
Experience of marketing to audiences with a broad range of demographics	X	
Experience of using Spektrix, or other box office systems	X	
Experience of marketing a theatre bar		X
Good knowledge of marketing within a producing theatre		X
Knowledge of GDPR		X
Knowledge of audiences and communities in East London		X
<b>Skills</b>		
Campaign Budget management	X	
A flair for writing, editing and proofreading marketing copy	X	
Confident across all digital marketing methods including social media, email marketing, Google, and CRM	X	
Excellent prioritisation, organisation, time management and planning skills	X	
Experience of basic graphic design		X



	Essential	Desirable
<b>Personal Attributes</b>		
A creative mind with an imaginative and innovative approach to marketing and communications, and an eye for design	X	
A commitment to representation, justice and inclusion	X	
Strong attention to detail	X	
Strong interpersonal skills and the ability to build relationships internally and externally	X	
'Can-do' attitude, personal drive, resourcefulness, resilience and initiative	X	
Interest the work of Stratford East, and in wider cultural sector	X	
Experience of working with creative team members and artists		X

### INFORMATION

Contract type: Permanent, Full time  
 Salary: c. £37,000  
 Hours of Work: 40 hours a week. Usual office hours are Monday to Friday 10am to 6pm, with occasional evening/weekend work required for which an informal TOIL system is in operation.  
 Holidays: 30 days per annum including bank holidays. This will increase by 1 day for each full holiday year of service completed to a maximum total of 33 days.  
 Probation: 6 months  
 Notice Period: 2 months (after probation)  
 Pension: Up to 5% matched pension contribution after qualifying period  
 Other Benefits: Season ticket loans, Cycle to Work Scheme, complimentary theatre tickets, staff catering discount, Employee Assistance Programme (support and advice via phone and online for on various matters including legal, debt, counselling etc.)