

STRATFORD
EAST

MARKETING MANAGER
MARCH 24



STRATFORD
HERE FOR
GREAT THEATRE **EAST**





WELCOME

Thank you for your interest in the post of 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 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.

This post is being advertised on a rolling basis. If your application is successful, we will contact you to arrange an interview at a time that is convenient and suitable for both parties.

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

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.

THE SUN, THE MOON AND THE STARS

Photograph by The Other Richard





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

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.



Theatre Royal Stratford East Photograph by Ian Grundy



JOB DESCRIPTION

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

MAIN PURPOSE OF THE ROLE

The 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, the Marketing Manager 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 and drive to maximise our audience reach and diversity, and a commitment to making theatre affordable and accessible for all. You will be the key point of contact for external companies such as PR agents, ticket agents and graphic designers and will oversee their work.

PRINCIPAL DUTIES AND RESPONSIBILITIES

Campaigns

- Devise and deliver all marketing campaigns to maximise awareness and attendance for productions
- Work to meet and surpass annual ticket income targets, within agreed budgets
- To attend and assist on press nights and events
- Work with the Audience Experience Manager to allocate tickets to third parties for ticket offers and allocations
- Liaise with ticket agents on marketing support plans and ensure they are fulfilled

Campaigns (cont.)

- Monitor and evaluate all 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
- Brief design of posters, flyers and online ads
- Oversee plans to creative engage with the public on marketing campaigns through the creation and distribution of engaging digital content
- Plan and oversee delivery of direct mail campaigns
- Ensure that campaigns work to build the Stratford East brand
- Responsible for the accuracy of all marketing communications, maintaining the theatre brand at all times, and advocating for this across the organisation
- Devise and deliver campaigns to support the promotion of the theatre bar, venue hires and work across other teams such as Development and Learning & Participation
- Evaluate campaigns, identifying learning for future campaigns

Digital

- Ensure the branding, accuracy of information and functionality of the Stratford East website is maintained, and that campaigns are reflected on the website
- Contribute to the social media content plan and schedule
- Develop targeted email campaigns and review the effectiveness and report on lessons learnt to inform future strategies
- 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
- Use quantitative and qualitative research to inform marketing campaigns
- Data analysis using Audience Finder, box office systems, Google Analytics
- Set up and manage paid advertising (and our charity grant) on Stratford East's social channels and Google



Audiences

- Ensure that campaigns work to fulfil the Stratford East audience development strategy
- 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
- Collaborate with the Development Department on reaching potential donors
- Work with the Learning & Participation Department to develop participants into audiences of the future
- Support the Marketing & Communications Director in the development of Stratford East's external communications, ensuring audiences and stakeholders are aware of our work

General

- To represent the theatre at some events, conferences and meetings
- Maximise income and minimise expenditure wherever possible, without jeopardising the quality of the work or the reputation of Stratford East
- To work with the Agent for Change on all show-related marketing activity
- Be familiar with and abide by all Stratford East Company Policies including, but not limited to, our Equal Opportunities Policy, Dignity at Work Policy and Health and Safety Policy
- Undertake any other duties as appropriate to the post





SHINING CITY Photograph by Marc Brenner

PERSON SPECIFICATION

	Essential	Desirable
Knowledge and Experience		
Minimum of 2 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 in e-marketing, managing digital adverts and maintaining websites	X	
Experience of Line management		X
Experience of marketing food and beverage offers and/or spaces for hire		X
Experience of marketing to a broad range of audience demographics		X
Good knowledge of marketing within a producing theatre		X
Knowledge of GDPR		X
Experience of using Spektrix, or other box office systems		X
Knowledge of audiences and communities in East London		X
Skills		
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		
Excellent prioritisation, organisation, time management and planning skills	X	
Adobe creative skills proficiency		X



	Essential	Desirable
Personal attributes		
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 - Applications from those who wish to work part time will be considered.
Salary:	£34,000 per annum
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.)