

STRATFORD
EAST

MARKETING CAMPAIGNS OFFICER
OCTOBER 2023

STRATFORD
HERE FOR
GREAT THEATRE **EAST**



WELCOME

Thank you for your interest in the post of **Marketing Campaigns Officer**.

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.

The deadline for receipt of completed applications is Midday on Monday 16 October. Applications received after Midday on the deadline date will not be accepted.

It is intended that initial interviews will take place on w/c 23 October.

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.





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 Campaigns Officer
Reporting to: Marketing and Communications Director

MAIN PURPOSE OF THE ROLE

The Marketing Campaigns Officer will assist with all elements of campaign planning, contributing to the lifecycle of Stratford East campaigns. They will devise and deliver campaigns for all visiting productions and one-night events at Stratford East, working to ensure we meet our ticket sales and audience targets.

In addition, the Marketing Campaigns Officer 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.

PRINCIPAL DUTIES AND RESPONSIBILITIES

Campaigns

- Assist with all elements of campaign planning and campaign lifecycles
- Devise and implement marketing campaigns for our one-night events and visiting shows
- Work with producers and visitors to maximise marketing opportunities for productions
- Brief design of posters, flyers and online ads
- 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 and use data analysis to inform campaign planning

Press

- Collate assets and copy for press releases
- Assist in the smooth running of Stratford East press nights

Digital Marketing

- Collaborate with the Marketing Officer to ensure productions are represented in Stratford East newsletters and on our social media channels
- Devise, create and edit small scale pieces of digital content
- Set up and manage paid ads from Stratford East's social channels

General

- Provide administrative support to the Marketing and Comms Director and Marketing Manager
- Participate in meetings and perform other duties as required, commensurate with the status and purpose of the post
- 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





PERSON SPECIFICATION	Essential	Desirable
Knowledge and Experience		
At least two years experience in a similar marketing role	X	
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Knowledge of the full campaign lifecycle, including devising and implementing campaigns	X	
Experience of using design software, with a good eye for design		X
Experience of using a website content management system		X
Experience of using Spektrix		X
Experience using Facebook Ads Manager		X
Skills		
Proven ability to work to deadlines, as part of a small team in a fast-paced environment	X	
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Ability to work quickly and accurately, with strong attention to detail and proofreading skills	X	
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Excellent IT Skills	X	
Personal Attributes		
Interest in the arts/theatre	X	
Commitment to equal opportunities and access to the arts for all	X	



INFORMATION

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.

Contract type: Fixed term for 6 months, part time (24 hours a week)

Salary: £16,200 per annum (based on FTE of £27,000)

Hours of Work: 24 hours a week - days to be mutually agreed

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. Holiday is pro rata for part time roles.

Probation: 2 months

Notice Period: 1 month

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.)