

**STRATFORD**  
**EAST**

**MARKETING & COMMUNICATIONS DIRECTOR**  
**April 2024**

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



## WELCOME

Thank you for your interest in the post of **Marketing & Communications Director**.

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 15 April. Applications received after Midday on the deadline date will not be accepted.

It is intended that initial interviews will take place w/c 22 April.

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.

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

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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.



Theatre Royal Stratford East Photograph by Ian Grundy



## JOB DESCRIPTION

Job Title:	Marketing & Communications Director
Reporting to:	Executive Director
Direct Reports:	Marketing Manager, Audience Experience Manager, freelance marketing staff and external marketing agencies
Working with:	Jo Allan PR (JAPR)

### MAIN PURPOSE OF THE ROLE

The Marketing & Communications Director will lead the marketing and communications strategy, working to maximise sales and raise organisational profile and reach. You will be responsible for maximising audiences and box office income, and leading on Stratford East's brand management, digital activity and audience development strategy, working with external agencies as required. You will have a passion and drive to maximise the diversity of our audiences, and work on key engagement projects, including our Royalty schemes. Working with the Stratford East (Trading) Manager, Director of Operations and the Marketing Manager, you will oversee and contribute to increasing the profile of our Bar and hires offers.

You will work closely with the Artistic Director, Executive Director and other members of the senior management team and external press agency, JAPR, to devise and deliver the overall communications strategy for the organisation. You will be responsible for maximising awareness of all aspects of the company's activities, supporting the Development Director in reaching and communicating with Stratford East donors, and the Head of Learning & Participation in their communications with partner organisations and individuals.

## PRINCIPAL DUTIES AND RESPONSIBILITIES

### Brand

- Ensure the excellence and consistency of Stratford East's visual identity and brand guidelines
- Oversee communications and brand positioning with other departments and stakeholders

### Audiences

- Lead the audience development strategy for Stratford East, identifying target audiences and specific audience development initiatives to grow new and existing audiences
- Ensure that our audience development activity maximises the effectiveness of initiatives designed to increase access and involvement by particular groups
- Develop and implement agreed audience research and evaluation projects
- Work with the Audience Experience Manager and Development Director to review existing Customer Relationship Management (CRM) system/ processes and identify areas of potential growth
- Take responsibility for monitoring Stratford East audience development targets, preparing reports for Arts Council, Board members and other stakeholders
- Work cross-departmentally to deepen engagement with audiences and broaden reach of organisation through digital activity

### Marketing

- Oversee the creation and implementation of marketing and press campaigns and activity for each production in order to maximise attendance and sales
- Oversee all marketing activity across digital and print
- Agree annual marketing budgets with the Executive Director and Finance Director and take overall responsibility for ensuring activity is within budget
- Oversee the marketing of Stratford East's space hires and bar, supporting income targets in these areas
- Lead on evaluating audience insight, changing market conditions, segmentation and research to better understand existing and potential audiences and to inform strategic approaches.
- Ensure the company makes appropriate use of the opportunities created by new technology and online developments for marketing and sales

Young Company rehearsals Photograph by Greta Zabulyte



## Sales

- Agree pricing, yield and attendance targets with Executive Director and Senior Producer for all shows, using historical data and industry knowledge
- Work with the Artistic Department and Audience Experience Manager to agree production seating plans, holds, performance schedules and pricing structure and implement on-sale schedules
- Work with the Audience Experience Manager to ensure the systems are regularly reviewed, dynamic pricing is being effectively used and sales income is being maximised
- Work with the Audience Experience Manager to ensure box office staff are working time efficiently and providing exemplary customer service
- Use our ticketing system to conduct data analysis to inform marketing and business plans, grow income and set and meet audience development targets

## Communications and PR

- Oversee Stratford East's overall website and content strategy
- Manage the ongoing relationship with JAPR, ensuring that press activity is planned for each production and for Stratford East as a whole, including press nights
- Work with JAPR to enhance the profile of the organisation regionally, nationally and internationally through the development and implementation of an effective press and PR strategy
- Work with the Executive Director and JAPR to prepare and implement effective crisis management plans
- Develop communications to engage staff and board members with organisational mission and plans, giving them the tools for advocacy.
- Promote and instigate innovation on new social and digital platforms
- Through structured engagement plans, including the increase animation of the building, nurture relationships with key local stakeholders, to amplify and support the organisation's mission and aims
- Monitor local developments, horizon scanning and coordinating organisational contributions on changing audiences in East London





SHINING CITY Photograph by Marc Brenner

General

- To work closely with the Executive Director to ensure Stratford East’s marketing and communications are GDPR compliant
- To play an active part in the running of the organisation as appropriate, with full engagement as a member of the senior management team including attendance at board meetings as appropriate
- To represent the theatre at key events including press nights, Learning and Participation events, Bar and Royalty Scheme events and external meetings
- To maximise income and minimize expenditure wherever possible, without jeopardising the quality of the work or the reputation of Stratford East
- To work with Stratford East’s Committees to ensure the Marketing team’s work reflects our anti-racism, anti-ableism and sustainability priorities
- To 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
- To undertake any other duties as appropriate to the post

PERSON SPECIFICATION

	Essential	Desirable
Experience and Knowledge		
Significant experience of marketing at a senior level in a theatre, arts organisation or comparable establishment	X	
A proven track record of delivering marketing campaigns which meet sales targets	X	
Experience of, and enthusiasm, for audience development	X	
Experience of managing a team	X	
An in-depth understanding of cultural audiences, both in-person and digital	X	
Experience in e-marketing and maintaining websites	X	
Knowledge and understanding of issues around Data Protection	X	
Experience of using Spektrix, or other box office systems	X	
Experience of creating reports, or presenting to, a Board of Trustees		X
Knowledge of audiences and communities in East London		X



Skills		
Excellent written and verbal communication and presentation skills	X	
Excellent copy-writing skills	X	
Accurate financial management and reporting skills	X	
Excellent organisational skills with the ability to delegate, manage and prioritise tasks under pressure	X	
Personal Attributes		
A creative mind with an imaginative and innovative approach to marketing and communications	X	
A commitment to representation, justice and inclusion	X	
Strong attention to detail	X	
Ability to operate with diplomacy, tact and empathy	X	
'Can-do' attitude, personal drive, resourcefulness, resilience and initiative	X	
Interest the work of Stratford East, and in wider cultural sector	X	

INFORMATION

Contract type:	Permanent, Full time
Salary:	£45,000
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.)