



HAMPSTEAD THEATRE RECRUITMENT PACK

MARKETING MANAGER

Thank you for your interest in the role of Marketing Manager at Hampstead Theatre.

To apply for the position, please complete the application form with particular emphasis on how you meet the person specification.

You should send your completed application form to jobs@hampsteadtheatre.com.

The deadline for applications is **midday on Monday 18 February**.

DIVERSITY STATEMENT

Hampstead Theatre aims to reflect the diversity of contemporary England, both in the work presented on stage and the audience we attract. A commitment to diversity will ensure the theatre remains relevant, resilient and culturally productive. To shape the future mainstream, we must ensure we engage with artists from a wide range of backgrounds and work to eliminate barriers, both actual and perceived, that prevent people from engaging with the theatre. This is especially important for a theatre located in one of the most diverse and deprived areas of London.

Our commitment to diversity must be reflected throughout the organisation; not just in the work, but in the diversity of our board of directors, staff and artists; the accessibility of the physical building; and positive messaging and communications. The Company is opposed to any form of direct or indirect discrimination and aims to positively engage with people from all backgrounds.

ACCESS STATEMENT

If this form is not an appropriate application method for you because of an impairment or disability please contact us to make alternative arrangements.



THE HAMPSTEAD STORY - ORIGINAL AMBITIONS.

Our belief: To entertain with originality

Our purpose: We believe the greater the ambition, the greater the impact

Welcome to Hampstead Theatre. We were born in a humble hut over fifty years ago. Our simple mission was to create original theatre without creative restriction. We quickly attracted a generation of talent that helped to redefine British Theatre. That not only entertained but propelled the art form forwards. From Harold Pinter testing out his early plays here to the likes of Mike Leigh, Michael Frayn, Abi Morgan, Rona Munro, Shelagh Stephenson, Debbie Tucker Green and Roy Williams – to name just a few. Original thinkers, every one.

We're still driven by the same ambition. To challenge, influence and shape the future of British theatre. To create the future mainstream - entertaining experiences that are original and ambitious. We see ourselves as part of a rich tradition that stretches back to the age of Shakespeare. A tradition that mixes craftsmanship with entrepreneurship. Commercial success with critical acclaim. And a creative eye that seeks out variety – from musicals like *Sunny Afternoon* to mould-breaking plays like *#aiww: The Arrest of Ai Weiwei*, *The Intelligent Homosexual's Guide to Capitalism and Socialism with a Key to the Scriptures*, *Good People*, *Wonderland* and *Chariots of Fire*. We were the first to turn a theatre into an Olympic park.

We left our hut a long time ago and now occupy one of London's newest theatres. Purpose built for the 21st century to allow our writers, actors, directors and producers maximum creative flexibility. It's from this base that we will take our work to the wider world. To the West End. To the Internet. We've live streamed several productions entirely for free in recent years. Last year, we put the first full length play on Instagram. Our ambitions are big. We aim to move theatre forwards with new ideas, talent and energy to excite our audiences with the lateral, the fresh and the unexpected. It's part of our belief that innovation, reinvention and surprise are the lifeblood of true entertainment. Here's to the future – it belongs to those who cherish originality.



RECENT AWARDS

Ella Road's *The Phlebotomist* is a finalist for The Susan Smith Blackburn Prize 2019

Georgia Christou is nominated for Best Writer for *You's Two* at The Stage Debut Awards 2018

Rajiv Joseph's *Describe the Night* wins Best New American Play at the Obie Awards 2018

Olivier Award nomination for Best New Comedy for *Dry Powder* by Sarah Burgess 2018

Fiona Doyle's *The Strange Death of John Doe* is a finalist for The Susan Smith Blackburn Prize 2018

Branden Jacobs-Jenkins wins the Critics Circle Award for Most Promising Playwright 2018 for *Gloria*

Hampstead Theatre won Gold at The Corporate Engagement Awards for its play *Firebird* and its collaboration with The Children's Society

James Fritz wins the Critics Circle Award for Best New Playwright 2016

Sunny Afternoon wins Best New Musical at The Olivier Awards 2015

Sunny Afternoon wins Best Actor at The Olivier Awards 2015

Sunny Afternoon wins Best Supporting Actor at The Olivier Awards 2015

Sunny Afternoon Outstanding Achievement in Music Award at The Olivier Awards 2015

Four Minutes Twelve Seconds by James Fritz nominated for best Affiliate Theatre at the Olivier Awards 2015

Hampstead Theatre wins London's Best Theatre at The Stage Awards 2014

Beth Steel wins Most Promising Playwright Award at The Evening Standard Awards 2014

WHAT THEY SAY ABOUT OUR PLAYS

'Hampstead is on a roll' *Telegraph*

'Hampstead Theatre has high-flying confidence under Artistic Director Edward Hall' *Evening Standard*

'Hampstead is perhaps the most reliably interesting theatre in the country' *Daily Mail*

'Sparkling scripts and great casts' *Metro*

'London's innovative Hampstead Theatre' *Vogue*



Job Description: MARKETING MANAGER

Responsible to: Marketing Director

The Marketing Manager works closely with the Marketing Director, supporting her with the overall performance of the department.

Together, they work closely with the Head of Sales and her box office team to ensure targets are met and online services are running effectively.

Between the Marketing Manager and Marketing Director, they are the protectors of the brand at all times.

The Marketing Manager is a key senior role within Hampstead Theatre, as someone who has an interest and grasp on all public-related departments, for example, Front of House and Catering.

The Marketing Manager is an exceptionally talented and enthusiastic individual dedicated to creating original and entertaining theatre. They are a well-organised, self-motivated team player who is willing to support an extremely busy and fast-moving department, through whatever means. They have excellent interpersonal skills and an ability to manage a number of projects at any one time, with an ability to prioritise such tasks. They lead by example, and help teach, support and supervise the Marketing Assistant.

MAIN RESPONSIBILITIES

Productions

- To assist the Marketing Director in the creation and completion of all marketing campaigns. This includes all elements of marketing activity including, but not limited to, advertising, direct mail, print distribution, emails and promotions
- Supports the Marketing Director with West End transfers and other Hampstead Theatre Productions on tour
- Oversees all reciprocal marketing initiatives with like-minded theatres and London/ national events, including, but not limited to, PS swaps, reciprocal advertising
- Manage / assist with setting up interviews, liaising with journalists, actors and creative teams as well as PR-related events and activities
- To attend and assist on all Press Nights and work during the weekends when necessary
- Liaise (between Programme Editor) with agents of casts and creatives in collecting biogs and headshots for press release and programme – responsible for securing approvals from agents

Digital Maintenance

- Marketing representative for all things box office – general sales, stats, reports, data targeting, working closely with the Head of Sales over the general running and maintenance of Tessitura as well as making sure Hampstead is maximising its potential



- Email campaign creator - executioner of all emails from show specific targeted emails through to Hampstead's Your Visit emails
- Reports to Marketing Director how each email has performed – informer of what we can do better and what doesn't work – trend spotter
- Oversees our audience feedback platform, Showbuzzness, and managing its distribution and appearance on the website

Imagery and editorial content

- Sourcing and creating interesting and relevant content for Hampstead's website and social media content to support each production, in line with each show campaign – to be agreed with the Marketing Director
- Designer for all Downstairs programmes using InDesign (training will be provided), working collaboratively with the programme editor
- Responsible for Main Stage programme advert sales – up to £2k in sales per programme

General marketing activity

- Supervises Marketing Assistant work and performance, responsible for supporting and sharing knowledge to improve Assistant's development
- Works with Marketing Directing in making sure the marketing department are up to date with all external initiatives and requirements for example, GDPR, social media, privacy
- Equally responsible for the accuracy of all marketing communications and maintaining the Hampstead Theatre brand at all times
- Attendance at all Marketing team and inter-departmental communications meetings
- Represents the Marketing Director in her absence
- Any other reasonable duties required by Marketing Director

The following responsibilities apply to all Hampstead Theatre staff:

- Participating actively in the life of the theatre.
- Complying with Hampstead Theatre's Equal Opportunities, Health & Safety and other policies at all times.
- Carrying out administrative work generated by the above activities.

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

- A genuine passion for bold, ambitious, original theatre.
- Approachable demeanour and ability to communicate and advocate the work of the theatre.
- Excellent written and verbal communication skills, including a confident phone manner.
- Tactful, diplomatic and able to maintain confidentiality for sensitive information.
- Highly accurate and well-organised with good time management skills.
- Excellent negotiation skills.
- Excellent administrative and IT skills.
- Ability to work without supervision and take initiative
- Ability to anticipate the needs of colleagues.
- Flexible, responsive and a team player.

Desirable

- Tessitura and WordFly knowledge
- Photoshop and InDesign skills



TERMS AND CONDITIONS

Salary – circa £30k p.a.

Hours – This is a full-time position. A normal working week is Monday to Friday 10am to 6pm, but due to the nature of the job, frequent evening and weekend work will be expected.

Holiday – 25 days annual leave.

Probation – during the first three months' probation there will be a two weeks' probation period.

Other benefits:

Interest-free season-ticket travel loans.

Complimentary tickets for performances (employees will see all Hampstead Theatre Productions – additional tickets will be dependent on availability).

3% employer's contribution to NOW! pension scheme (from April 2019).

10% discount at Hampstead Theatre's Café Bar.