



Royal Court Theatre  
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The Jerwood Theatres at the Royal Court Theatre  
The English Stage Company Limited at the Royal Court Theatre  
Registered in England & Wales company number 539332  
Registered charity number 231242 VAT number 238 9311 47

*The Royal Court is the writers' theatre. It is the leading force in World theatre for vigorously cultivating writers – undiscovered, new and established. Through the writers we are at the forefront of creating restless, alert, provocative theatre about now. We seek stories from everywhere and create theatre for everyone and we see our audience as one of our chief collaborators.*

**Applications are invited for the post of:                    MARKETING OFFICER (Digital)**

**Responsible to:    HEAD OF MARKETING**

The Royal Court is the home of the English Stage Company Limited (ESC) and is the UK's leading theatre dedicated to new writing.

Up to 16 plays a year are staged between two theatre spaces (the Jerwood Theatre Downstairs and the Jerwood Theatre Upstairs) at the Royal Court's home on Sloane Square. Over 100,000 people visit the Royal Court every year and over 100,000 more see our work elsewhere, including transfers to the West End and New York, National and International touring, online projects and London residencies.

A significant amount of play development activity takes place year-round. This work aims to find and nurture the most talented new writers and develop the highest quality plays, for which the Royal Court is internationally renowned. There is an ongoing programme of writers' attachments, readings, workshops and playwriting groups.

The Royal Court Theatre also has two commercial subsidiaries, Royal Court Theatre Productions Ltd (RCTP), which facilitates the transfer of Royal Court productions to the West End and ESC Catering Limited set up to run the catering operation at the theatre.

The ESC is an equal opportunities employer. We aim to ensure that no job applicant or employee receives less favourable treatment on the grounds of age, civil status, class, colour, disability, ethnic or national origins, gender identity, marital status, nationality, race, religious belief or sexual orientation. Applications from Deaf and disabled people are welcome.

The English Stage Company (no. 231242) is a publicly funded registered charity

#### **MAIN PURPOSE**

As part of a team of 4, the Marketing Officer will support the Marketing Manager and the Head of Marketing in the delivery of all marketing for activities at the Royal Court with a particular focus on digital communications and digital content.

The post holder will lead on digital content creation and digital content marketing for all productions as well as supporting the Head of Marketing to maintain and develop the Royal Court's online presence in line with the audience development plan, and the overarching business plan and digital strategy.

The digital strand will be a key focus and includes overseeing the website, email newsletters, social media, online advertising, plus new digital marketing initiatives. As part of the role, the individual will curate the Royal Court voice on social media channels.



The post holder will also manage more general marketing for special events/ projects that sit outside the programme of plays.

## **KEY RESPONSIBILITIES**

### **Digital**

- Scheduling, curating and creating content-led Royal Court email communications including segmented and bespoke communications, pre and post visit emails and main newsletters plus ROI reporting on all email communications
- Planning and scheduling day-to-day content across all social media channels, continually working to develop the voice/tone to increase engagement.
- Managing a digital content calendar by liaising predominantly with the Communications team (Marketing and Press), but also actively seeking out content opportunities with colleagues across the organisation, identifying gaps in the work being profiled and scheduling content accordingly.
- Overseeing the Royal Court website day-to-day, and monitoring engagement, SEO etc using analytics tools, to support the Head of Marketing in the development of the site.
- Being responsible for the creation and delivery of digital marketing content for all productions, working closely with the Marketing Manager (who manages the overarching campaigns) on concepts. This will include capturing content as well as working with filmmakers and designers to produce content.
- Supporting relevant departments on content creation for project specific (e.g. Participation projects, International Programme projects), and general brand focused content where it feeds into our audience development and engagement ambitions
- Monitoring the Royal Court's Google Adwords account to continually work to maximise the usage of the grant.
- Identifying digital trends, particularly in social media and keeping the marketing team informed.

### **Broader marketing**

- Assisting the Head of Marketing and Marketing Manager in evaluating all marketing initiatives and cross platform sales patterns
- Supporting the promotion of the Royal Court's commercial activity, including the Bar and Kitchen, the Samuel French Bookshop and the external hire of the building.
- Manage marketing campaigns for special events/ one off projects.



## **General**

- Supporting and integrating with all staff in the Communications department, building and maintaining productive working relationships with external agencies and suppliers
- Building and maintaining excellent relationships with writers, directors, casts and agents and with staff across the entire organisation.
- Attending the weekly sales meeting, staff meeting, and other meetings as required
- Developing an awareness of news and best practice within the theatre industry and in arts marketing in particular.
- Representing the Royal Court with diplomacy, discretion and courtesy at all times
- Adhering to the Royal Court's health and safety and equal opportunities policies at all times
- Undertaking any other duties as required by the Department

This job description is a guide to the nature of the work required by the Marketing Officer and the post holder may be required to undertake other duties appropriate to the nature of the post as agreed with the Head of Marketing

## **PERSONAL SPECIFICATION**

- At least one year's experience working in a similar role in an arts organisation
- Experience managing and creating content for social media platforms including Facebook, Twitter and Instagram
- Demonstrable experience in producing effective marketing content
- Experience optimising content using paid ad platforms (particularly Facebook and Twitter)
- Strong degree of familiarity with analytics platforms such as Google Analytics
- Knowledge of emerging social media trends, and the drive to explore new content approaches
- Knowledge of Spektrix or similar CRM systems.
- Knowledge of Dotmailer or similar systems.
- Experience using Photoshop
- Excellent written and verbal communication skills, organisational and admin skills



- A creative thinker who is professional, courteous, diplomatic, discrete, flexible and enthusiastic
- Pro-active, self-motivated, ability to prioritise and work effectively across a number of projects with meticulous attention to accuracy and detail
- Hard working with an ability to work supportively as part of a small team and equally across an organisation
- Interest in and passion for theatre and new writing
- Knowledge of filming and editing is desirable.
- Understanding of the issues facing a contemporary arts organisation
- Knowledge of and interest in new writing and the Royal Court.

#### **TERMS & CONDITIONS:**

Title of post:     MARKETING OFFICER (Digital)

Hours:             Standard 40 hours per week, with some evening and occasional week end work

Contract:         Permanent

Salary:            £25,500 per annum

Holiday:         20 days per year, plus 8 days for statutory holidays, increasing to 25 days per year plus statutory holidays, after 2 years' service

#### **Pension:**

The English Stage Company operates a defined contribution pension scheme. All eligible staff members will be automatically enrolled after three months' service and contributions will be made at the current rates as set by the Pensions Regulator, which is 8% of qualifying earnings (3% employer/5% employee). For more details, please visit: <https://www.gov.uk/workplace-pensions/joining-a-workplace-pension>  
All permanent members of staff who have completed their probation period are entitled to join the English Stage Company's salary sacrifice pension scheme, where contributions will be matched up to a maximum of 5% of gross salary provided that the minimum total contribution under auto-enrolment rules is met.

#### **Other Benefits:**

- Complimentary tickets for preview performances, subject to availability and the Royal Court's staff ticket policy.
- Interest free season ticket loan, cycle to work scheme, free life assurance, subsidised Pilates class.
- Discount on meals and drinks in the Royal Courts bar and Kitchen.
- Discount on all purchases in the theatre's Bookshop, subject to discount policy.



**Application Procedures:**

Please note that only applications submitted on the Royal Court's standard Application Form can be considered, CVs are not accepted.

Application Forms can be downloaded from:

<https://royalcourttheatre.com/about/jobs/>

Once the Application and Equal Opportunities Forms are completed please return, by the closing date below, to:

Email: [recruitment@royalcourttheatre.com](mailto:recruitment@royalcourttheatre.com)

By post: Recruitment, English Stage Company, Royal Court Theatre, Sloane Square, London SW1 8AS

**Closing date for applications: 10am on Friday 31<sup>st</sup> May 2019**

**Interviews to be held: Thursday 6<sup>th</sup> and Friday 7<sup>th</sup> June 2019.**