

Royal Court Theatre

Sloane Square,

London, SW1W 8AS

Admin 020 7565 5050

royalcourttheatre.com

info@royalcourttheatre.com

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

APPLICATION PACK

Director of Marketing & Communications

Thank you for your interest in this role. You will find information about the organisation and the role in the following pages, along with details of how to apply. Please read this information before you submit your application.

ABOUT THE ROYAL COURT

The Royal Court Theatre 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. The uniqueness of our environment enables writers to ask questions we don't yet know need to be asked in ways we cannot yet imagine, inspiring audiences and influencing future writers.

Through the writers we strive to constantly reinvent the theatre ecology. We seek to find, cultivate, and create tomorrow's major writers and the classic plays of the future.

We seek stories from everywhere and create theatre for everyone, and we see our audience as one of our chief collaborators.

We invite and enable conversation and debate, allowing our writers and their ideas to reach and resonate beyond the stage, and the public to share in the thinking.

The Royal Court is committed to fostering an inclusive, socially just culture in which everyone feels they belong. We are an equal opportunities and disability confident employer. We seek a representative workforce for our city and we warmly welcome and commit to interview applicants with protected characteristics who meet the criteria for this role.

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OUR VALUES

ACUTE + RESTLESS

We're driven by the need to unsettle pre-conceived ideas of theatre, applying intuition and acute intelligence to every script. We involve our audience in questions about what theatre could be and how it shapes our world. We want to make theatre history now.

THINKING + DEMOCRACY

We're unflinching in our intellectual bite and the stringency of our thinking. We want to shatter the illusion that ideas are for the few, throwing open the best thinking and critical debate to a broad audience.

EMPATHY + DISRUPTION

We can't act alone. Together, we listen, respond and adapt, offering a sustaining and vital playground for experiment and ideas. We're bold and flexible, embracing positive disruption and the unpredictable.

THE ROYAL COURT TODAY

The Royal Court today is at an exciting moment of change. After the 10 brilliant and innovative years of Vicky Featherstone's tenure we are currently in the process of appointing a new Artistic Director & CEO. They will continue to take the Royal Court forward with new initiatives as well as progressing and building on those initiatives and directions taken by Vicky and the team, and remaining true to the values and mission outlined above.

The Royal Court is part of Arts Council England's investment portfolio for 2023-26, with responsibility for delivering a programme to make an active contribution to the outcomes and principles of ACE's Let's Create strategy.

The Royal Court Theatre is an important part of a local, national and international theatre ecology that is adapting and changing as it looks to reassert its relevance and viability in communities changed by the Covid-19 pandemic, the climate emergency, the cost-of-living crisis, and impacted by societal inequality.

This role of Director of Marketing and Communications is a new role that has been created to bring together the Royal Court's marketing and PR work and lead a dynamic and strategic response to these opportunities and challenges.

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ABOUT THIS ROLE

Job Title: Director of Marketing & Communications

Line Manager: Executive Director

Responsible for:

Marketing Manager, Marketing Assistant, Press Officer, external PR and Marketing agencies

Works closely with:

Artistic Director, producing team, development team, theatre management/box office team, finance team, Open Court team, other heads of department

ROLE PURPOSE

We are looking for a dynamic, strategic thinker to lead our marketing and communications team.

This role will oversee marketing, PR, social media and digital communications, and be responsible for the Royal Court's brand, positioning, profile and reputation management.

You will create and implement a compelling communication strategy that engages with a wide range of target audiences and maximizes box office revenue. You will have overall responsibility for the delivery, consistency, quality and reach of all the Royal Court's communications activity.

You will lead our in-house marketing and press team, manage the work of external marketing and PR agencies with whom we work extensively, and liaise internally with colleagues and stakeholders to ensure a joined-up and collaborative approach to engaging the public with our work. You will create and own ambitious targets for extending our reach and increasing earned income, and contribute to our overall strategy and planning. You will lead on the monitoring and evaluation of our communications work, and sharing insight with colleagues, our Board, our funders and other partners.

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RESPONSIBILITIES

Marketing

Leading the work of the marketing team and external agencies to:

- Devise and deliver integrated marketing campaigns which engage diverse target audiences and maximises box office revenue
- Oversee the promotion of the Royal Court's artistic and participation activity across all platforms including digital, print, press, and social media, ensuring that we benefit from new tools and trends and have a breadth of coverage
- Agree annual marketing budgets with the Executive Director and Finance Director and take overall responsibility for tracking, approving and reporting expenditure
- Work across all departments to develop efficient systems for communication and collaboration, ensuring timely creation of high quality, effective marketing assets
- Develop promotional partnerships for specific activities and events to raise the Royal Court's profile with target audiences, including data-sharing agreements where appropriate

Audiences

- Develop and oversee an audience development strategy which reinforces our relationships with existing audiences as well as expanding our reach to new and less-engaged audiences
- Regularly assess current audiences and identify areas for development through promotion, outreach, offers and other activity
- Work with the Theatre Manager to maintain high levels of customer service and excellent visitor experience
- Support the box office team in capturing and managing audience data to provide marketing insight and to manage and develop customer relationships
- Work with the Head of Operations and Sustainability to ensure our use of data is compliant with all relevant statutes and a model of good practice
- Support the Executive Director in reporting to the Arts Council and other stakeholders on audience statistics and other key metrics

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Ticketing and sales

- Agree pricing, yield and attendance targets with Artistic Director and Finance Director for all productions
- Plan and oversee sales initiatives including dynamic pricing, ticketing partnerships and special offers
- Regularly review Box Office systems and practices ensuring exemplary customer experiences whilst maximising sales income
- Successfully build and maintain relationships with co-producers and partners regarding shared marketing, sales strategies and data sharing, including for West End transfers and national and international touring

Press and communications

Managing the work of the Press Officer and our external PR agency (Bread and Butter PR) to:

- Advise the organisation's executive leadership and Board and on all aspects of communications, informing strategy and priorities
- Create a communications strategy to make the most of opportunities including announcements of new productions, initiatives, appointments, partnerships and funding
- Oversee and attend press nights at the theatre
- With the organisation's executive leadership, carefully manage sensitive or high-profile PR issues
- Collaborate with commercial producers and/or production partners to support communications for external transfers, ensuring the Royal Court is represented prominently and accurately
- Make the most of the expertise of Bread and Butter PR to create a communications strategy with ensure appropriate focus and integration, cultivating relationships with key contacts in the press and other media

Brand and profile

- Develop and manage the brand identity of the Royal Court, ensuring that it consistently and compellingly reflects the vision and values of the Royal Court wherever and whenever people engage with it
- Create tone of voice guidelines that support clear and consistent communications across different channels and across departments, and reflect our values, positioning and brand.
- Work closely with the Development team to ensure that the brand equally supports their fundraising activity and promotes voluntary giving to the Royal Court
- Monitor the reputation of the Royal Court and public sentiment towards its work and its communications, sharing insight and developments with the wider team as necessary

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Team management

- Provide inspiring and effective leadership of the Marketing and Communications team and ensure that staff are supported and managed for success and wellbeing
- Undertake regular appraisals and ensure the team remain motivated, engaged with the vision and values of the Royal Court, and recognise their role in making that vision and values real and tangible
- Manage team resources to ensure effective delivery of our marketing and communications strategy, including coordinating and leading team meetings
- Attend regular Heads of Department meetings and ensure issues and information covered in this meeting are communicated to the rest of the team as appropriate
- Maintain an excellent working relationship with the executive leadership, supporting them to maximise the efficacy of marketing and communications at the Royal Court

General

- Attend regular staff and company meetings
- Play an active part in development, promotion and implementation of all company policies including anti-racism, anti-oppression, representation, access, environmental sustainability and health and safety
- Attend Royal Court productions, rehearsals, readings and other events

This job description is a guide to the nature of the work required and the post holder may be required to undertake other duties appropriate to the nature of the post as agreed with the Executive Director.

PERSON SPECIFICATION

Essential skills/experience/qualities

- An imaginative and solutions-orientated approach to marketing and communications
- Experience of leading communications and marketing teams, preferably in the cultural sector
- A good understanding and experience of integrated media and communications, including digital channels
- A track record of devising campaign plans and progress reporting, and in utilising data to inform plans
- Experience in direct delivery of communications material, print and digital
- Experience of working successfully to strategic priorities, achieving operational and financial targets
- A track record in implementing and delivering strategic audience development programmes to engage new and existing audiences
- An analytic mind, with the ability to focus on broad long-term goals whilst having excellent attention to detail
- Focused, results driven and enthusiastic
- Excellent verbal and written communications skills
- Accurate financial management and reporting skills
- High level of personal effectiveness with a proven ability to plan, prioritise and work to deadline, managing competing demands
- Experience dealing with the media – including crisis management skills
- Demonstrable CRM and database experience
- Experience of leading and motivating a high performing team
- A demonstrable commitment to the principles of inclusivity and equality in relation to marketing and communications as well as more broadly
- A passion for the mission and values of the Royal Court Theatre

Desirable skills/experience/qualities

- Experience in a leadership or senior management team role
- Experience of arts marketing in a producing venue
- Experience of working with third party partners, co-producers and/or touring venues
- Experience of contemporary box office best practice and customer service
- Knowledge of advances in digital marketing and advertising

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TERMS AND CONDITIONS

Hours:

40 hours per week, usual office hours 10am - 6pm Monday – Friday (including 1 hour lunch break)

Due to the nature of this role you may be asked to work additional hours from time to time. A TOIL system is in place to balance hours.

Flexible working:

Employees can work flexibly where the role permits. The Royal Court is in the process of developing an inclusive flexible working policy which will include hybrid working.

Contract: Permanent

Salary: £51,000

Holiday Entitlement: 25 days per year, plus bank holidays

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 travel season ticket loan, cycle to work scheme, free life assurance Discount on meals and drinks in the Royal Court's Bar and Kitchen.
- Discount on all purchases in the theatre's Bookshop, subject to discount policy.
- Wellbeing support with staff counselling service.

APPLICATION PROCESS

Please use the online application form to apply. A link to this form can be found on the jobs page of our website <https://royalcourttheatre.com/about/jobs/>

The online application form will ask for the following things:

- Your personal contact information
- Your NI number and / or any work permit details
- Some equal opportunities data (optional)
- Your answer to the question: Why are you suited to this role? Please summarise your skills, knowledge and experience to demonstrate how you meet the essential criteria in the person specification
- You will also be asked to upload your CV as a word document or pdf file.

[Please answer these questions within the Survey Monkey form.](#)

We will confirm receipt of your application via email.

We will review all applicants' responses and score these against the essential knowledge, experience and skills in the person specification alongside the CV to achieve a shortlist of people we will then invite to interview.

Candidates who currently have a valid work permit allowing them to work in the UK for the duration of this contract are welcome to apply. Unfortunately, we are unable to consider applications for this role which would require us to obtain a certificate of sponsorship or permit to work in the UK.

Please let us know if you would like further information, support with access requirements or an informal chat about the role. You can contact us on recruitment@royalcourttheatre.com

You can also email us if you would like to submit your application in a different format or experience any difficulties with the Survey Monkey form.

CLOSING DATE FOR APPLICATIONS: Monday 5th June 2023 at 10AM

INTERVIEWS

First round Interviews will take place at the Royal Court or on Zoom in the week of 12th June 2023

There will be a second interview stage will take place at the Royal Court Theatre in the week of 19th June 2023. There will also be the chance to meet with the Marketing and Communications team.

The interview panel for all rounds will be confirmed in advance with you.

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We will respond to all candidates within two weeks of the application deadline regardless of whether they have been selected for interview or not.