



**MARKETING LEAD: JOB PACK**



## ABOUT HACKNEY SHOWROOM

“A staple in London’s creative scene, Hackney Showroom delivers spell binding theatre alongside enriching community building, culminating in a unique excellence that is hard to match.” *Gay Times*

Hackney Showroom is a unique hybrid of a grassroots community centre and an award-winning arts organisation. We are a home for experimental theatre and performance artists, working with some of the most cutting edge voices in the UK, offering them a rigorous approach to developing their practice, paving the way for us to work with them to make astonishing and memorable new work for the stage. We commission these artists, produce critically acclaimed theatre and engage audiences pan-London, across the UK and internationally.

Hackney Showroom are producers of the renowned family arts programme *Disco Loco* and award-winning and critically acclaimed theatre shows including:

*BURGERZ* by Travis Alabanza - ★★★★★ *EdFestMag* ★★★★★ *Reviews Hub* ★★★★★ *Everything Theatre* ★★★★★ *The Guardian* ★★★★★ *The Stage* ★★★★★ *FT* - which closed this year after 5 years of touring.

And our latest show *THE LEGENDS OF THEM* by Sutara Gayle AKA *LORNA GEE* - ★★★★★ *Afridiziak* ★★★★★ *Theatre News* ★★★★★<sup>1/2</sup> *Reviews Hub* ★★★★★ *The Stage* ★★★★★ *Everything Theatre* ★★★★★ *All That Dazzles*

As well as theatre, we curate festivals and events in London and across the UK and in 2023 launched our new touring stage on wheels, the *BOBBY DAZZLER* which will tour UK festivals in 2024.



Our work with artists is delivered in symbiosis with our work with a myriad of communities to which we offer a warm and refreshing invitation to encounter live cultural experiences and explore future-facing ideas. Our home on Kings Crescent Estate creates the best conditions for artists and local residents to flourish so that we can create a new future for ourselves and our communities. We deliver a year-round Cultural Communities Programme which uses arts and culture to tackle loneliness, provide opportunities and connect people across divides.

Our licensed venue is a fully accessible 2,000 sqft space with a large rehearsal and performance space, a smaller studio plus toilets and kitchen. It is available to hire for rehearsals, workshops, classes, performances, parties, weddings, pop-ups, film and photo shoots and private events.

Our core staff is a team of 6, made up of our Co-Artistic Directors Sam Curtis Lindsay & Nina Lyndon (full-time), our Senior Producer & General Manager Molly Sharpe (full time) and our Projects & Engagement Coordinator Georgia Murphy (freelance). We are currently recruiting for the role of Venue & Hires Manager (4 days a week).

For more information on the company please visit [hackneystudio.com](http://hackneystudio.com)

## THE PURPOSE OF THE ROLE

Maximising audience and participation engagement is central to Hackney Showroom's mission.

With a diverse slate of original new artistic projects, this is an exciting time to join Hackney Showroom and we are seeking a persuasive and dynamic person with an original, irreverent voice to communicate with a wide range of audiences, communities and stakeholders.

This is a hands-on role and we are looking for someone to design and deliver campaigns to maximise audience reach for our in-house and touring shows and deliver localised marketing campaigns for our cultural offer to our neighbourhood.

You will be someone that has a keen eye for design, your finger on the pulse of underground and alternative arts and culture scenes, an instinct for forming networks and a flair for using storytelling to paint a picture of our work to engage audiences.

This job description is a guide to the nature of the work. It is not wholly comprehensive or restrictive and may be reviewed as required; other responsibilities may be added depending on experience and need.

If you're excited about what you could bring to the role, we'd love to hear from you!





# JOB DESCRIPTION

## CORE ACTIVITY

- Manage the brand of Hackney Showroom and ensure our visual identity and values are clearly communicated and consistent across all our communication channels
- Conceive and deliver strategies to raise the profile of Hackney Showroom to strengthen our reputation and increase our relationships with key stakeholders, press and supporters
- Conceive and deliver strategies to increase website engagement, social media engagement and social media following
- Create content for, manage and schedule our website and social media channels, ensuring visual brand consistency across all channels
- Conceive and deliver strategies to increase our mailing list subscribers, segment audiences and deliver targeted email campaigns
- Seek out appropriate partners to co-promote and amplify the work
- Act as lead contact for external press agency and/or devise and deliver a press plan
- Oversee our ticketing system and manage communications with bookers
- Collect and analyse engagement data
- Ensure our activity is compliant with all relevant legislation
- Work with our Venue & Hires Manager to conceive and deliver a plan to maximise venue hires
- Manage marketing budgets and timelines

## CULTURAL COMMUNITIES PROGRAMME

- Work with the Projects & Engagement Coordinator on engaging local audience in our CCP
- Work towards audience targets for the programme
- Design assets for our digital screen and print materials, ensuring adherence to brand guidelines and attention to detail
- Oversee print and distribution of our print materials

## PRODUCTIONS, FESTIVALS & EVENTS

- Work with the Co-Directors on creating bespoke marketing campaigns for each project
- Action all marketing deliverables to budget and in time
- Work towards audience targets for each project
- Support the Co-Directors in engaging designers, photographers, filmmakers, publicists etc and manage relationships

# PERSONAL SPECIFICATION

## ESSENTIAL SKILLS

- Competency with Wordpress or equivalent
- Competency with Facebook for Business & Hootsuite
- Competency with email marketing software and ability to plan email campaigns and segment audiences
- Ability to use relevant analytics of data, reflect on insights and adapt future strategies accordingly
- Competent Photoshop/Indesign/Illustrator design skills
- Strong copywriting skills and the ability to capture our tone of voice
- Excellent organisational skills with the ability to effectively prioritise
- Excellent interpersonal skills and the ability to communicate effectively in person and in writing with a wide range of people
- Excellent attention to detail

## ESSENTIAL ATTRIBUTES

- A flair for sales and the art of persuasion
- A passion for and knowledge of theatre and the performing arts
- Flexible and responsive
- Innovative, solutions driven and lateral thinker

## DESIRABLE SKILLS & ATTRIBUTES

- Basic web coding skills
- Turkish language speaker
- Local Hackney knowledge

## DESIRABLE EXPERIENCE & KNOWLEDGE

- Professional experience in marketing
- Professional experience in the performing arts sector

# A TYPICAL DAY IN THE ROLE

You'll start the day browsing our social media accounts, engaging or responding where relevant, then checking the marketing inbox and responding promptly to emails. Mid morning you'll catch up with the Engagement Coordinator about plans for this season's print distribution on our estate. Then some time spent updating the website and designing an announcement email for our new children's show. Time for lunch! Take a walk in Clissold Park or enjoy a communal meal with the Hackney Showroom team and any artists or community members who happen to drop by.



In the afternoon you'll lead a meeting with a PR company to identify if there are the right company to help raise our profile. Then a meeting with the Co-Directors to brief them on your ideas for how you'll use storytelling to bring our projects to life on social media.

## TERMS OF APPOINTMENT

<b>CONTRACT</b>	Permanent, 4 day a week
<b>SALARY</b>	£30,000 per annum (gross), pro rata
<b>LOCATION</b>	Hackney Showroom, with flexibility for remote working
<b>PROBATION PERIOD</b>	3 months
<b>NOTICE PERIOD</b>	1 month
<b>RESPONSIBLE TO</b>	Co-Directors
<b>RESPONSIBLE FOR</b>	External PR company & freelancers eg Graphic Designer & Photographers
<b>ANNUAL LEAVE</b>	20 day per annum pro rata + bank holidays + 2 weeks closure over Christmas and New Year
<b>PENSION</b>	5% employers contribution
<b>TRAINING</b>	£200 per annum training allowance
<b>TICKETS</b>	Free tickets to all Hackney Showroom productions

## APPLICATION PROCESS

To apply for the post, please outline your interest in this role and in working for Hackney showroom by referring to the **JOB DESCRIPTION** and the **PERSONAL SPECIFICATION**. You can do this by text (max 2 pages), audio or video. Email your application alongside your CV to [molly@hackneyshowroom.com](mailto:molly@hackneyshowroom.com)

If you have any questions or if you would like this pack in another format please or call the office on +44 (0) 203 095 9747 or email [molly@hackneyshowroom.com](mailto:molly@hackneyshowroom.com)

<b>DEADLINE</b>	5pm, Monday 20 November
<b>INTERVIEWS</b>	Friday 24 November, at Hackney Showroom
<b>START DATE</b>	As soon as possible

