

THEATRE PECKHAM: INSPIRING CREATIVITY & AMBITION

MARKETING AND COMMUNICATIONS MANAGER



Our Vision: To build a representative and inclusive society where everyone can participate in, lead, work in, and enjoy creativity and culture.

Background information: Theatre Peckham is a multi-award-winning cultural venue for artistic excellence and social change. Through the power of theatre, we illuminate young voices, provide skills and opportunities, and platform excellent creatives who are locally focused with a national and international vision. We platform innovative productions in our ultramodern, 200-seat theatre and studios. By showcasing new talent and raising the awareness of different forms of theatre, Theatre Peckham aims to develop an exciting programme that is representative of our community.

We are the 2024 winner of Drama & Theatre Magazine's Excellence in Musical Theatre Award as well as having won their Editor's Award in 2021. We are a two-time OFFIE Award Winning Theatre (Special Recognition Award and Best Supporting Performance in a Play, 2022) as well as multiple OFFIE nominations for our exceptional work. We platform innovative productions that push the boundaries of form, use exciting ways to retell existing stories, champion new voices and engage with hyper-local audiences. We host a range of projects in collaboration with partners (including Black Cultural Archives, Poetic Unity, Words of Colour, Young and Talented, Mountview, RADA and Guildhall) to platform high quality projects and productions, developing artists and engaging new audiences.

Theatre Peckham is regarded as a key player in the local arts and education landscape, we deliver local and national priorities with our key strength of quality engagement with young people, enabling individuals to find their voice in the world and in the arts industry.

At Theatre Peckham we value Representation, Collaboration, Innovation, Ambition and Relationships.

This is an opportunity to join Theatre Peckham's dynamic team who work collaboratively and are a driving force of change within the industry.

Job Title: Marketing and Communications Manager

Responsible To: CEO / Artistic Director

Responsible For: Marketing Assistant and Marketing Interns/Placements

Working with: Working closely with the Academy, Artistic and Box Office Teams. Working with all departments to ensure that all marketing and communications activities are aligned with Theatre Peckham's goals and objectives.

Purpose of Role: The Marketing and Communications Manager will be responsible for developing and implementing marketing and communications strategies to promote the theatre, its activities, and productions, increase its public profile, and attract a wider audience.

The Marketing and Communications Manager will be a dynamic individual who is committed to Theatre Peckham's mission and values and passionate about championing broader representation within the creative industries.

KEY RESPONSIBILITIES:

Marketing

- Oversee the consistency of Theatre Peckham's brand identity across all marketing and communication platforms.
- Manage Theatre Peckham's website and social media channels, ensuring that they are up to date, engaging and serves the needs of different users.
- Create content and manage digital marketing for Theatre Peckham and Canada Water Theatre.
- Develop and implement marketing plans and strategies for TP Academy, Young Peckham, individual productions, and events, including digital and print advertising, social media, email marketing, and direct mail campaigns.
- Create a content calendar that outlines key messages and themes for social media, newsletters and other communications, ensuring alignment with overall marketing goals.
- Work with designers, printers, and other external suppliers to produce marketing materials such as posters, flyers, brochures, and programmes.
- Cultivate partnerships with local businesses, schools and arts organisations to enhance marketing reach and community engagement.
- Analyse marketing data and feedback to evaluate the effectiveness of campaigns and make recommendations for future activities.

Communications and Press

- Develop and maintain relationships with local and national media outlets, including journalists and bloggers.
- Write and distribute press releases, media alerts, and other press materials to promote Theatre Peckham's activities, productions and events.
- Manage Theatre Peckham's press database and respond to media enquiries promptly and professionally.
- Develop and maintain relationships with key stakeholders, including sponsors, donors, and community groups.
- Develop and implement crisis communication strategies to address any negative publicity or issues that may arise, ensuring the reputation is protected.

- Manage external and internal communications ensuring that Theatre Peckham’s messaging is consistent across all channels.

Audience Development

- Develop and implement audience development strategies that will help increase Theatre Peckham’s reach and engage new audiences.
- Work with community groups, schools, and other organisations to promote Theatre Peckham, its activities and its productions.
- Lead the promotion of events, workshops and community outreach, ensuring they are effectively marketed to target audiences.
- Develop and implement initiatives that will encourage repeat attendance, such as loyalty programmes and special offers.
- Monitor audience feedback and evaluate the effectiveness of audience development initiatives.

General

- Lead on GDPR data legislation on behalf of Theatre Peckham.
- Manage Theatre Peckham’s marketing and communications budget, ensuring that resources are allocated effectively and efficiently.
- Work closely with the academy and box office teams to ensure that marketing and communications activities are aligned with sales targets and revenue goals.
- Integrate sustainability practices to promote Theatre Peckham’s commitment to environmental responsibility.
- Regularly report to the CEO and board providing insights and recommendations for improvement.
- Attend rehearsals, productions, press nights and cultivation events as required to provide marketing and communications support.
- Keep up to date with industry trends and best practices and make recommendations for new initiatives and activities.
- Undertake other duties as may be reasonably required to support Theatre Peckham activities.
- Advocate for Theatre Peckham externally.
- At all times to carry out duties and responsibilities with regard to Theatre Peckham’s policies and procedures.

Qualifications and Skills

- At least 3 years of experience in marketing and communications.
- Excellent verbal and written communication skills.
- Strong project management and organisational skills.
- Demonstrated experience in developing and implementing marketing and communications strategies.
- Demonstrated experience in managing budgets and external suppliers.
- A passion for the arts and a commitment to promoting cultural events and 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.

Terms:

This is a part-time position at **35 hours per week** (excluding unpaid breaks)

This is a **permanent role**, starting ASAP from January 2025.

Work address: Theatre Peckham, 221 Havil Street, London SE5 7SB

Normal working hours for this role are **10am-6pm** (including a 1 hour unpaid break per day),
Salary: **£30,000**

The annual paid holiday entitlement is 20 days per annum, (pro rata), plus bank holidays.

The successful candidate will be expected to apply for an enhanced DBS check or hold a valid DBS certificate granted in the past 6 months.

Theatre Peckham is a family friendly employer and can consider flexible working hours to suit the successful candidate. We are committed to creating a workforce which is representative of our society and to bringing together those with a variety of skills and experiences, to help shape what we do and how we work.

Theatre Peckham is an Arts Council England National Portfolio Organisation.

Deadline: Monday 20th January 2025, 10am

Interviews: w/c 27th January 2025

Start Date: ASAP

How to apply: Please email the completed application form (which can be downloaded from our website) to tash@theatrepeckham.co.uk and ensure you have completed the Equal Opportunities Form linked [here](#).

Any questions, please contact us at
Tash@theatrepeckham.co.uk

Office number: 020 7708 5401

Please title the job application document in the format "First Name-Last Name-Role Title".

Please note that only applications submitted on Theatre Peckham's Application Form, sent to us via email will be considered. We do not accept CVs.

Theatre Peckham welcomes and encourages applications from everyone regardless of their age, gender identity, sexuality, ethnicity, religion, or belief.

GUIDANCE NOTES FOR APPLICANTS

These notes are intended to help you to participate in the selection process as effectively as possible by providing us with all the information needed to demonstrate how you meet the requirements of the job.

Please read these notes carefully before completing your application form. If you have any difficulty in completing the form, please contact Tash Berg on tash@theatrepeckham.co.uk / 020 7708 5401

APPLICATION PACK

There are 2 documents that you need (1) Job description (2) Application Form. We also ask that you complete the online Equal Opportunities Monitoring form linked above. The documents are all available to download on the Theatre Peckham website and the link for the online Equal Opportunities Monitoring Form can also be found on the website. If you cannot obtain copies, please contact us for support. The purpose and key tasks and responsibilities of the position are set out in the job description. It is important to read all the information carefully before completing the application form.

COMPLETING THE APPLICATION FORM

General Points

- Please do not attach your CV or copies of education certificates to your application form. Applications in the form of CVs will not be considered.
- Please return via e-mail.

Working through the form

- ☑ Ensure that you clearly state the full job title on your application form.
- ☑ If you are applying for a job share, please state this on the application form. Each individual will need to complete a separate application form.
- ☑ Think about what evidence you can provide to demonstrate you have the necessary knowledge, experience, skills, and attributes to do the job. You may also want to include voluntary/unpaid work experience, or experience gained in a role of responsibility in one of your leisure pursuits if this is relevant to the requirements of the job.
- ☑ The section marked 'Supporting Statement' is particularly important. This is where you make your case for why you wish to apply for the job and what makes you a suitable applicant.
- ☑ In this section it is important that you provide us with evidence to demonstrate that you possess the knowledge, experience, skills, and attributes required for the job. You will need to provide specific examples of what you have done and how you believe this demonstrates you meet each requirement.
- ☑ It is important to remember that those involved in the selection process cannot guess or make assumptions about you. Make sure you tell us everything relevant to your application and that you complete all the sections on the form.
- ☑ Do not forget to proof-read your form and check for any errors before returning it to us. Before sending in your form, it is advisable to take a copy for your own reference.

Please return your form to Theatre Peckham and ensure that it reaches us before the closing date. Late applications will not be considered. If you are having problems returning your form, please get in touch.

SHORTLISTING

Shortlisting will take place as soon as possible after the closing date and is always carried out by at least two people. We aim to let everyone know within two weeks of the closing deadline whether they have been shortlisted for an interview. Due to the high volume of applications expected we are unable to give individual feedback at this stage, but we will contact every applicant to let them know the outcome of their application.

If you are shortlisted, we will normally contact you by email to invite you to interview. This may include carrying out a selection exercise to test your ability to carry out specific requirements of the job. In some instances, it may be necessary to hold the selection process in two stages and applicants may be called back for a second interview. You will be given full details about the arrangements if it is decided that a second round of interviews is necessary.

All offers of work at Theatre Peckham are made subject to receipt of satisfactory references. Additionally, under the Asylum and Immigration Act, we are required to check that anyone taking up employment with us has the legal right to work in the UK. All successful applicants will, therefore, be asked to provide us with documentary evidence to support their entitlement to work in the UK prior to taking up employment.

DATA PROTECTION ACT, 1998

Information provided by you as part of your application will be used in the recruitment process. Any data about you will be held securely with access restricted to those involved in dealing with your application and in the recruitment process. We are the data controller for your personal data and will ensure it is used and stored in accordance with the Data Protection Act (1998), the Privacy and Electronic Communication Regulations (2003) and as of the 25th of May 2018, the EU General Data Protection Regulation (EU 2016/679). If you are the successful candidate, your application form will be retained and form the basis of your personnel record. Information provided by you on the equal opportunities monitoring form will be used to monitor Theatre Peckham's equal opportunities practices. By submitting your completed application form you are giving your consent to your data being stored and processed for the purposes of the recruitment process, equal opportunities monitoring and your personnel record if you are the successful candidate.

Good luck with your application!

Theatre Peckham is a registered charity and is grateful for the support we receive. With special thanks to:



Supported using public funding by
**ARTS COUNCIL
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