



Job Pack



Audience & Commercial Team Coordinator

31 October 2025

Welcome From Our Co-CEOs

Thank you for your interest in working with us at the Society of London Theatre and UK Theatre.

Our organisations are the membership bodies for the theatre sector, representing theatre producers, managers, owners, and operators both in London's West End and across the UK.

This is an exciting opportunity to work for our organisations, working on behalf of a vibrant and diverse sector, at a critical time for our industry. After we joined the organisations, we started a strategic review process which defined who we represent and our new vision and mission.

Our vision is a dynamic, sustainable and world-class theatre sector.

Our mission is to champion theatre and support our members to thrive.

To deliver our vision and mission, we now have exciting five-year strategy and ambitious five-year goals that will deliver for our members.

However, we can't achieve our vision and mission alone. That's where you come in. To achieve our goals, we need an organisation that is fit for purpose, with the people, systems and processes needed to make an even greater impact for our members. The candidate we are looking for is someone who can embody our values, our vision and mission and the competencies for the role.

Theatre and the performing arts industries enrich our lives and strengthen our sense of belonging and are a cornerstone of both the levelling up and growth agendas. Alongside the social and cultural benefit our members provide, theatre is also a key component of our fast-growing creative industries. Domestically, theatre generates £2.39bn GVA, supporting 205,000 workers. For every £1 spent on a theatre ticket, an additional spend of £1.40 is generated in local economies, adding up to £1.94bn per annum of extra value added to local economies by theatre audiences.

We have a fantastic team of around 60 people working across our main office in Rose Street and the Official London Theatre Ticket Booth in Leicester Square. Our social committee ensures that we have plenty of opportunities to get to know each other and our sustainability committee is working hard to ensure we play our part in protecting the planet. While a background in theatre or the arts is not essential, an appreciation for performing arts and the importance of cultural activities as an integral part of our lives is important.

We hope you find this role of interest and look forward to receiving your application.

All best wishes,

Claire Walker & Hannah Essex

Co-Chief Executives

Who we are & what we do

Based in the heart of Covent Garden, Society of London Theatre (SOLT) & UK Theatre are the membership bodies for the theatre sector, representing theatre producers, managers, owners and operators.

We have a shared staff team working together to deliver our joint vision and mission for our two organisations.

Our vision – the world we want to see – is a **dynamic, sustainable and world-class theatre sector**.

Our mission – what we do as an organisation – is to **champion theatre and support our members to thrive**.

In order to deliver on our vision and mission we have three joint priority areas for both organisations. These bring together our membership services, advocacy campaigns, audience initiatives and major events and awards.

Our three joint priority areas are:

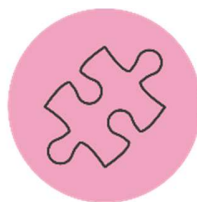
- **Membership:** Developing a growing, engaged and united membership
- **Audiences:** Increasing engagement with theatre
- **Advocacy:** Create the conditions for theatres to thrive

Our values



Purpose

We work with and for our members



Contribution

We own our impact



Ambition

We believe in the art of the possible



Collaboration

We are all in it together



Inclusion

We champion and celebrate diversity

Our commitment to Diversity, Equity and Inclusion

We are committed to putting diversity, equity and inclusion at the heart of everything we do. We do this through recruiting from the widest spectrum of channels, constantly reviewing our policies and procedures to ensure they are fit for purpose and giving all our staff a voice. Our mission to produce a skilled, diverse and productive workforce for now and the future is crucial to our success as an organisation.

Audience & Commercial Team Coordinator

Role description

This is an exciting year-long, entry-level role that sits across the whole Audience & Commercial Team (ACT). This department includes Ticketing (through Official London Theatre) & Theatre Tokens, Marketing & Social Media, Sponsorships & Partnerships, and Awards & Events. The role will provide support to various ACT departments throughout the year as demand requires. This role provides an excellent opportunity for someone to gain experience across a range of activities and projects and would suit candidates with a passion for the theatre industry, a can-do attitude, and who are keen to embark on a career working in a theatre or arts organisation.

How to apply

To apply for this role please send your CV and covering letter by email including in the email subject line “[Your first name and surname], ACT Coordinator” to jobs@soltukt.co.uk.

Closing Date for Applications: Sunday 16 November 2025.

We welcome applications from all and are open to discussing access requirements. If you would like to discuss any access needs during your application or, if you are selected for interview, at the interview stage, please email us at jobs@soltukt.co.uk and the HR team will get in touch with you.

Contract type	Fixed-term 1-year contract. Full time (35 hours per week)
Salary band	Band E (£26,000 - £32,000). New appointments are expected to be made at the bottom of the Band range.

Key responsibilities & accountabilities	• Administrating our prize draws/competitions, which involves working with members and partners to use giveaways to increase lead generation (data collection) and incentivise audience engagement. • Support the Awards & Events Team in the successful delivery of the Olivier Awards, West End LIVE, Theatre Conference and UK Theatre Awards . • Support in implementing Kids Week activities as part of our 'Kids Go Free' summer campaign. • Collate and send our engaging weekly emails to our Marketing & Press reps to showcase successes and inform them of upcoming opportunities. • Collate information and advertisements for our Olivier Awards and UK Theatre brochure, and West End LIVE programme. • Write content for our websites (B2B and B2C) as required . • Support the Content Team with filming and social media creation . • Support the Sponsorships & Partnerships Team with activation and administrative tasks as required . • Cover the news inbox, create show and access listings on the Official London Theatre website . • Proofreading content when required. • Attend events to capture content for social media and other channels. • Attend press nights where appropriate and take advantage of trade tickets when offered. • Be an active member of the cross departmental coordinator team, providing administrative cover and support when
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	needed including undertaking shifts at our ticket booth in Leicester Square and on reception when required. • This role will include some work on evenings and weekends, as required by your line manager and directed by the Events team. • Undertake any other duties as reasonably required.
Directorate	This role sits within the Audience and Commercial Team (ACT) whose focus is to build and retain audiences, generate income, and drive sales through our ticketing, promotions and Theatre Tokens operations, secure sponsorship, and identify new business opportunities to support our work and that of our members, raise the profile of theatre through our major events, campaigns and awards programme. Reporting to your line manager: Awards General Manager Direct reports: None
Technical knowledge & skills required	• Ability to use Microsoft Office (including SharePoint, Word, Excel, PowerPoint). Knowledge of Google Workspace (Drive, Sheets and Forms) and Dropbox is helpful, but you will be trained on these. • Confident across social media platforms. • Knowledge of Photoshop, or similar such as Canva, is helpful but you will be trained on these.
Competencies	• An acute attention to detail. • A calm and patient attitude. • Dealing with people diplomatically and effectively. • An excellent communicator. • Comfortable with working to tight deadlines. • The ability to work as part of a team and support others. • A positive outlook with a willingness to solve problems.

	• Be able to show initiative and resilience • A proactive, self-motivated and flexible approach to work. • Able to carry out work under pressure and maintain good humour and diplomacy. • A willingness to work evenings and at weekends when necessary. • An interest and understanding of the theatre industry
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Working with us

Location	Our main office is based in Covent Garden; London and the Ticket Booth is based in Leicester Square. Depending on the role, we have an agile working policy which means that we expect minimum of 60% of your working hours to be spent in the office or with members each week. You are, of course, welcome to come in more than that if you prefer.
Flexible working	All roles are open to flexible working – e.g job share, reduced hours or other flexible working approaches.
Annual leave	Annual leave for a full-time role is 25 days. Non contractual time off: your Birthday off or a day off within two weeks of your birthday. Company Closure Day, normally on a day next to a Christmas bank holiday.
Benefits & Perks	Society of London Theatre and UK Theatre support the welfare of their employees and offer a range of short-term and long-term benefits. We regularly review our employee benefits in consultation with staff to ensure our offer is competitive and fit for purpose in today's society. Your health & wellbeing The health and wellbeing of our staff is our upmost priority and we offer a range of benefits. The following non-contractual benefits are currently available to employees: • WeCARE – Digital Wellbeing. A complete solution across Physical & Mental Health, Finance and Legal support. Advice from qualified professionals tailored to the individual. • MyStrength – One to one support with a qualified Wellbeing guide, a person there to help and support on your wellbeing journey. Support built around the individual. • Toothfairy – Smart dental App – Your personal dentist. • Paid annual eyesight test • Paid annual flu vaccine

	Your finances & protection We offer a pension scheme and further protections. Pension scheme • Contributory pension scheme: the current contributions are: ◦ Employer Contribution: 5% of gross pay ◦ Employee Contribution: Minimum 3% of gross pay Personal circumstances • Death-in-Service Insurance Cover – 3 x annual salary. Personal development • We invest and believe in continuous professional development and training opportunities for all. • Where appropriate, we suggest and arrange professional mentors to offer additional external guidance. Travel to work Many of our staff walk, use public transport or cycle to work or a combination of the above. The following apply after probationary period: • Interest-free Travel Season Ticket loan • Cycle to work scheme Theatre-going Our staff champion theatre and the work of our members. That includes attending regular theatre productions and visiting members (where appropriate) across the UK. • Staff are offered complimentary show tickets on set dates and sometimes to attend opening nights of productions. • All staff can buy Theatre Tokens with a 10% discount. Events & experiences
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	We offer many opportunities to get involved with events such as West End Live, the Olivier Awards, Kids Week workshops and Theatre Craft (jobs fair for craft roles in theatre sector). Socialising with colleagues We have a dedicated social committee with organisational budget. Recent events have included: a quiz night, karaoke, bowling, summer party, games night, festive celebration and many more. Sustainability We have a dedicated Green Committee to champion sustainability and a green agenda throughout our building and the way we work. Recent activities include swap and shop clothes recycling, reduction in all waste, a review of our energy use and much more. Local discounts • Local retail discounts through Heart of London Club and Love Covent Garden. • 20% off at Trevor Sorbie hair salon in Covent Garden.
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