

SOCIETY OF  
**LONDON  
THEATRE**

EST 1908

**UK  
THEATRE**

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## Job Pack



## Marketing & Partnerships Coordinator

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# 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:

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

## **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.

# The Marketing & Partnerships Coordinator role...

As Marketing & Partnership Coordinator you will play a key role in driving brand visibility and business growth. You will facilitate partnership activations, create marketing campaigns, build relationships with partners and ensure consistent communication across channels to increase customer engagement and revenue generation.

## How to apply

To apply for this role please answer the questions [here](#) and send your answers by email including in the email subject line “[Your first name initial and surname], Marketing & Partnerships Coordinator” to [jobs@soltukt.co.uk](mailto:jobs@soltukt.co.uk).

**Closing Date for Applications:** Midday on Friday 2 May 2025 and interviews will take place w/c 5 May.

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](mailto:jobs@soltukt.co.uk) and the HR team will get in touch with you.

<b>Contract type</b>	Permanent (35 hours per week). All roles are open to job share, agile and flexible working.
<b>Salary band</b>	The band for this role is Band E (£26,000 - £32,000 FTE). Salary will be within this band, depending on experience.
<b>Key responsibilities &amp; accountabilities</b>	<ul style="list-style-type: none"><li>• Facilitating the Mastercard Priceless Theatre programme (where Mastercard cardholders attend shows with post or pre activity i.e. Q&amp;A).</li><li>• Collaborate with internal teams (marketing, sales, product) to develop and execute partnership strategies.</li><li>• Support the Sponsorship and Partnership Manager to execute partnership activation plans from inception to completion, ensuring alignment with organisations goals.</li></ul>

	<ul style="list-style-type: none"> <li>• Oversee the logistical execution of partnership campaigns, events, and activations, including timelines, resources, and deliverables.</li> <li>• Communicate with external partners and build and maintain relationships with key stakeholders.</li> <li>• Support with the creation of partnership marketing materials and assets to promote activations across various channels.</li> <li>• Ensure all partnership contracts and agreements are fulfilled in accordance with the outlined terms.</li> <li>• Assist in identifying new partnership opportunities and contribute to partnership pitch presentations or proposals.</li> <li>• Stay up-to-date with industry trends and best practices to inform activation strategies and partnerships.</li> <li>• Managing our prize draw/competition strategy, which involves working with members and partners to use giveaways to increase lead generation and incentivise audience engagement. This will involve liaising with stakeholders, writing copy, editing imagery and communicating with winners and non-winners. You'll use our websites, mass email tool and more to deliver this activity.</li> <li>• Uploading and updating our websites (including partner content) using our content management systems (CMS).</li> <li>• Managing social media content posting and email sends for partners and campaigns when required.</li> <li>• Collating information to send engaging weekly emails to our Marketing &amp; Press reps to showcase successes and inform them of upcoming opportunities.</li> <li>• Collation of information and advertisements for our Olivier Awards brochure and West End LIVE programme.</li> <li>• Proofreading content when required.</li> <li>• Attend events to capture content for social media and other channels.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Attend press nights where appropriate and take advantage of trade tickets when offered.</li> <li>• Be an active member of the cross departmental coordinator team, providing administrative cover and support when needed including undertaking shifts at our ticket booth in Leicester Square and on reception when required.</li> <li>• This role will include some work on evenings and weekends, as required by your line manager and directed by the Events team.</li> <li>• Undertake any other duties as reasonably required.</li> </ul>
<b>Directorate</b>	<p>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.</p> <p>Our team deliver expert marketing and communications support for the benefit of our members, the wider organisation and our commercial operations.</p> <p><b>Reporting to your line manager:</b> Sponsorship &amp; Partnerships Manager</p> <p><b>Direct reports:</b> None</p>
<b>Technical knowledge &amp; skills required</b>	<p>Essential</p> <ul style="list-style-type: none"> <li>• An interest and broad understanding of the theatre industry</li> <li>• Confidence in writing with a keen eye for detail</li> <li>• An understanding and commitment to equality, diversity, and inclusion</li> <li>• Ability to problem solve and think creatively</li> </ul>

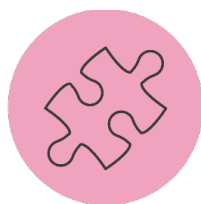
	<ul style="list-style-type: none"> <li>• High level of attention to detail</li> <li>• Basic understanding of the different types and structure of brand partnerships and sponsorship deals</li> </ul> <p>Desirable (we can train in all the below, but if you have experience please let us know in the application)</p> <ul style="list-style-type: none"> <li>• Experience using an email distribution software (we use Acoustic but MailChimp, Campaign Monitor and many others are similar)</li> <li>• Confident using Photoshop and InDesign or Canva</li> <li>• Previous use of Google Analytics (GA4)</li> <li>• Previous use of WordPress (ideally Gutenberg editor) or equivalent</li> </ul>
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## 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

# Working with us

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.

Detailed below are those benefits currently available – unless stated otherwise, these are non-contractual and subject to change.

<b>Agile and Flexible Working</b>	<p>Our offices are based in Covent Garden, London.</p> <p>Most of our roles are eligible for hybrid working and our current hybrid working policy is for staff in those roles to work in the office or with members for a minimum of 3 days per week. You are, of course, welcome to come in more than that if you prefer and at key times (particularly around events) we may need the team in the office more.</p>
<b>Your Health and Wellbeing</b>	<p>The health and wellbeing of our staff is our upmost priority. We offer a range of benefits to support your physical and mental health.</p> <p><b>WeCARE</b> - Digital Wellbeing. Delivers a complete solution across Physical &amp; Mental Health, Finance and Legal support and wellbeing advice from qualified professionals tailored to the individual.</p> <p><b>MyStrength</b> - One to one support with a qualified Wellbeing guide, a person there to help and support on your wellbeing journey. Support is built around the individual.</p> <p><b>Toothfairy</b> - Access to smart dental App – Your personal dentist.</p> <p>The following are optional benefits:</p> <ul style="list-style-type: none"><li>• Paid annual eyesight test.</li><li>• Paid annual flu vaccination.</li></ul>

<b>Your Finances and Protection</b>	<p>We offer a competitive pension scheme and further protections.</p> <p><b>Pension Scheme</b></p> <ul style="list-style-type: none"> <li>• Contributory pension scheme - The current contributions are as follows: <ul style="list-style-type: none"> <li>○ Employer Contribution: 5% of gross pay.</li> <li>○ Employee Contribution: Minimum of 3% of gross pay.</li> </ul> </li> </ul> <p><b>Personal circumstances</b></p> <ul style="list-style-type: none"> <li>• Death-in-Service Insurance Cover – 3 x annual salary.</li> <li>• Income Protection – long term sickness cover for a proportion of salary for up to 2 years.</li> </ul>
<b>Annual Leave</b>	<ul style="list-style-type: none"> <li>• 25 days annual leave plus bank holidays (contractual), rising to 27 days annual leave after 5 years continuous service.</li> <li>• 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.</li> </ul>
<b>Personal Development</b>	<ul style="list-style-type: none"> <li>• We invest and believe in continuous professional development and training opportunities for all.</li> <li>• Where appropriate, we suggest and arrange professional mentors to offer additional external guidance.</li> </ul>
<b>Travel to work</b>	<p>Our offices are based in the heart of Covent Garden. Many of our staff walk, use public transport or cycle to work or a combination of the above.</p> <p>The following apply after probationary period:</p> <ul style="list-style-type: none"> <li>• Interest free Travel Season Ticket loan.</li> </ul>
<b>Theatregoing</b>	<p>Our staff champion theatre and the work of our members. That includes attending regular theatre productions and visiting members (where appropriate) across the UK.</p>



	<ul style="list-style-type: none"> <li>• Staff are offered complimentary tickets to see shows on set dates and sometimes to attend opening nights of productions.</li> <li>• All staff can buy Theatre Tokens with a 10% discount.</li> </ul>
<b>Events and experiences</b>	<ul style="list-style-type: none"> <li>• 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).</li> </ul>
<b>Socialising with colleagues</b>	Our staff regularly socialise together as a team and this is led by a dedicated social committee.
<b>Sustainability</b>	We have a dedicated Green Committee to champion sustainability and a green agenda throughout our building and the way we work.
<b>Local discounts</b>	<p>We are fortunate to work in the beautiful surroundings of Covent Garden and have negotiated a range of local benefits for our staff to enjoy.</p> <ul style="list-style-type: none"> <li>• Local retail discounts through Heart of London Club and Love Covent Garden.</li> <li>• 20% off at Trevor Sorbie hair salon.</li> </ul>