

RECRUITMENT PACK

Head of Marketing and Communications

16 Oct 2025
HEHOMAC

We're looking for a Head of Marketing and Communications to lead on the marketing, communications and sales functions for Hackney Empire.



Dick Whittington 2024 (c) Mark Senior

THE ROLE

Role:	Head of Marketing and Communications
Line manager	CEO
Line management:	Marketing Coordinator, Digital Marketing Coordinator, Sales and Ticketing Manager, Freelance PR Company
Salary:	£45,000 - £48,000 (pro rata), dependent on experience
Contract:	Full time or 0.8 FTE, negotiable with the candidate. Permanent position, subject to the successful completion of a six-month probationary period

Job description & purpose of role:

We're looking for a Head of Marketing and Communications to lead on the marketing, communications and sales functions for Hackney Empire.

They will be responsible for the overall marketing and communications strategy for the organisation, leading on generating revenue through ticket sales and developing new and existing audiences across our multi-artform, variety programme.

They will champion the Hackney Empire brand and work to keep building our profile locally, nationally and internationally as we move towards our 125th anniversary, continuing to foster and celebrate our relationship with local communities as Hackney Empire becomes ever more central to the UK theatre ecology and narrative.

VISION, MISSION & VALUES

Vision

We're here to ignite change, champion community and empower young people.

Mission

We will run a transformative creative programme for young people, from primary school to job placement.

We will lead the way in variety entertainment, offering high quality shows and events that are popular and relevant to our communities.

We will be a theatre where everyone feels welcome and leaves knowing that there is something for them at Hackney Empire.

Values

BRAVERY: We believe that great stories come from anywhere and anyone, and we will always be brave and give a platform to variety.

OPPORTUNITY: Young people from our communities deserve opportunity and we will always make space for them to find theirs.

RESPECT: We respect that everyone who walks through our doors is on their own journey and we're grateful to be a part of that.

LETTER FROM THE EXECUTIVE TEAM:

Welcome to Hackney Empire. We're delighted you've taken this step to find out more about applying for the role of Head of Marketing and Communications at Hackney Empire.

For over 120 years, Hackney Empire has been a home for the people of Hackney, East London and beyond to come and share experiences together in our theatre.

Every year we welcome up to 200,000 people through our doors to enjoy everything art & culture has to offer: from opera to comedy, theatre to live music, and not to forget our legendary pantomime and so much more.

From starting life as a music hall in 1901 with Charlie Chaplin, Houdini, Julie Andrews and Louis Armstrong on the books, through years as a TV Studio and a Bingo Hall, to our now iconic Grade II* listed theatre that has played host to the likes of The Rolling Stones, Florence & the Machine, Ralph Fiennes, Dave Chapelle, the British Soap Awards and thousands more!

For decades Hackney Empire has been a vital and exceptional platform for lesser represented creatives and artists and has a proud legacy of supporting marginalised voices. This continues to be core to the organisation's value that great stories come from anywhere and anyone.

Each year, we also offer 4,000 local 14 – 25-year-olds the chance to get involved via our Creative Futures programme, providing free projects that build their confidence and help them make new, positive connections.

More information about us can be found at hackneyempire.co.uk.

Please take the time to read this document and find out more about the role and the organisation, and we look forward to receiving your application.



Jo Hemmant, Executive Director and CEO

REPRESENTATION, ACCESS & INCLUSION

Hackney Empire is a cultural beacon and an influential safe space, which annually welcomes up to 200,000 audience members – an audience that fully reflects the incredible diversity and depth of London’s communities. For decades Hackney Empire has been regarded as a vital and exceptional platform for Black, Asian and ethnically diverse creatives, artists, audiences and participants; and has a proud legacy of supporting marginalised and isolated voices. This legacy continues to this day as a core principle within the organisation’s mission.

Hackney Empire is committed to promoting equality, inclusion and representation in all areas of our work, we are opposed to all forms of discrimination, direct or indirect.

Hackney Empire’s aim is to provide an inclusive and supportive environment for all of our employees, participants, audiences, artists, patrons, clients and all other people with whom we engage to produce and present our programme; deliver our services; and to ensure legal diligence and internal best practice.



From top to bottom: Mac DeMarco (2023), ADP 2025: The Kindling (2025), Mother Goose (2022) Photography by Mark Senior and Fabrice Bourgelle

MAIN

RESPONSIBILITIES:

Brand and Communications:

- Develop and lead on the overall marketing and communications strategy for Hackney Empire
- Lead on the development of Hackney Empire's brand, ensuring consistency wherever our brand is used and a distinctive brand voice
- Work with the CEO, fellow Heads of Department and our external PR Company to capitalise on opportunities around our produced and presented programme, industry leading Learning and Participation work and key moments for the building and organisation, finding new ways to share our story and impact
- Manage Hackney Empire's strategic communications partnerships supporting press representatives and our in-house Development team to nurture media and sponsor relationships
- Work with the CEO to develop a refreshed internal communications strategy

Sales and Revenue Generation:

- Set and achieve sales and audience targets with the CEO, forecasting and closely monitoring performance
- Devise and implement marketing plans for our varied presented and produced multi-artform programme in our 1,268 seat theatre, maximising on sales, attendance and audience development targets
- Lead on marketing discussions with promoters/producers, agencies, suppliers and key stakeholders, agreeing on campaign activity and targets, and working with the Marketing Team to deliver successful outcomes for each show
- Work with the Sales and Ticketing Manager on pricing strategies for our own productions and work closely with the Programming Team on scheduling shows to maximise sales
- Work with colleagues across the organisation, contributing to all areas of income generation, including fundraising, memberships, merchandise and secondary spend

Audience Development:

- Work closely with the CEO, other Heads of Department and the Marketing Team to devise and lead on an effective audience development strategy that identifies and engages priority audience groups
- Develop a robust CRM strategy to understand new bookers and retain existing bookers, plotting key journey points for our main audience segments

- Recognise areas of audience research needs, commissioning and budgeting for as required
- Collaborate with the Learning and Participation team to create strong relationships with young audiences and participants and progression routes through our Creative Futures Programme
- Explore and implement new methods for growing and serving our access audiences
- Ensure Hackney Empire's continued success in attracting diverse, local audiences and devise strategies to attract/re attract/retain underrepresented audience groups

Digital and Data:

- Lead on the ongoing development of the Hackney Empire website, in partnership with our web developers, Supercool
- Continue to develop and test our content strategy, focusing on cementing our digital narrative and responding to our digital engagement
- Lead on the culmination of our Digital Screens Project for the outside of the building
- Work with the Digital Marketing Coordinator to keep growing the organisational understanding of audiences, driving a data culture within the organisation and modelling evidence-based decision making
- Maximise audience insight from our ticketing system Spektrix and use this insight to inform future marketing campaigns and strategies across the business
- Research and be aware of the development of methods and channels of marketing and communications, keeping pace with technological advancements and embracing innovation
- Ensure that all activity complies with GDPR legislation and aims for best practice

Leadership, Strategy and Planning:

- Establish a strategic overview of Hackney Empire's marketing, communications and sales functions across all of our activities and charitable ventures, setting the direction for new/ existing areas of work
- Act as a key member of the Senior Leadership Team at Hackney Empire, making an active contribution to decision making and business planning for the organisation
- Work closely with the CEO to set and manage the marketing & communications budget for Hackney Empire
- Line manage, nurture and develop our committed and productive Marketing, Communications and Ticketing Teams including professional development, training, appraisals, recruitment and management of employees
- Prioritise and plan the workload of the Marketing, Communications and Ticketing Teams
- Compile and present statistical, narrative and impact reports and information as required for the CEO, Trustees or funding bodies, for example Arts Council England
- Create strong connections within the cultural sector of London and the UK, representing Hackney Empire in networks and developing new ones; as well as at conferences and sector events, raising the profile of our work nationally
- Any other duties as reasonably required by the CEO

PERSON

SPECIFICATION:

Essential

- Experience of creating, implementing and evaluating strategic marketing campaigns, from small scale to large scale
- Experience working at a senior or management level within a marketing role
- Strong leadership and motivational skills, with experience managing and developing a high-performing team
- Experience of upholding, championing and developing a brand
- A flexible and proactive approach, with the communication skills to build strong working relationships with a variety of different stakeholders
- A strong digital skillset with good understanding of content, social media and other digital channels
- Able to analyse data, identify trends, and forecast based on that analysis
- Audience focused, with experience of CRM and audience growth/retention strategies
- Excellent planning and organisational skills, with absolute attention to detail
- Knowledge of current marketing trends and challenges
- Good working knowledge of GDPR
- Passion for the performing arts and commitment to developing opportunities and pathways for young people, the future arts workforce
- Enthusiasm for and understanding of Hackney Empire's mission, vision and values

Desirable

- Experience within the arts or charity sector
- Experience of managing departmental budgets
- Established networks that can help progress Hackney Empire, its profile, its ambitions and audiences

Terms & conditions of the role:

- Notice Period: 1 month during probationary period (on either side), thereafter 3 months
- Place of work: Hackney Empire, 291 Mare Street, London E8 1EJ, with some ability to work from home, where responsibilities, events and workload allow. There is step free access throughout the building
- Hours: Equivalent to an average of 35 hours per week excluding lunch breaks. There will be some evening and weekend work required as part of this role, for which we operate on a TOIL system
- Holiday: 22 days per annum rising to 27 days based on an incremental system, plus bank holidays and other public holidays
- Stakeholder pension contribution

HOW TO APPLY

Reference: HEHOMAC

Apply by: Mon 10 Nov, 10am

Interview(s): First round interviews Fri 14 Nov, Second round interviews Thu 27 Nov

Candidates should apply for this role by providing a:

- Cover letter, of no more than two pages, setting out your interest in the role and examples of how you meet the person specification
- CV
- Completed Equal Opportunities Form

Applications should be sent to recruitment@hackneyempire.co.uk including in the subject line reference **HEHOMAC**, by 10am on Mon 10 Nov 2025.

Disabled and D/deaf people are currently under-represented at Hackney Empire, we will offer an interview to anyone who identifies as D/deaf or disabled if they are able to demonstrate they meet the person specification.

Recognising under-representation of people from the global majority in our Heads of Department Team, we actively encourage people from the global majority to apply for this role.