

RECRUITMENT PACK

Marketing Manager

August 2026: HEMM



WELCOME

Welcome to Hackney Empire. We're delighted you've taken this step to find out more about applying for the role of Marketing Manager with us.

For 125 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. As we step into our next chapter, we look forward to making Hackney Empire more central to the local, London and national arts narrative, harnessing new productions and partnerships.

Every year we welcome over 150,000 people through our doors to enjoy everything art & culture has to offer: from theatre to comedy, dance to live music, opera to our legendary pantomime and so much more.

From starting life as a music hall in 1901 with artists including Charlie Chaplin, Houdini, Julie Andrews and Louis Armstrong gracing the stage; through years as a TV Studio showcasing Bruce Forsyth, Morecambe & Wise, Shirley Bassey and Orson Welles; a period as a Bingo Hall; and now, as an iconic Grade II* listed theatre that has played host to the likes of Lenny Henry, Benjamin Zephaniah, The Rolling Stones, Rudimental, Florence & the Machine, Sharon D Clarke, the Royal Shakespeare Company, Ralph Fiennes, Sir Ian McKellen, Slava's Snowshow, Alexandra Burke, Nish Kumar, Mo Gilligan and thousands more!

For decades, Hackney Empire has been a vital and exceptional platform for under-represented creatives and has a proud legacy of championing global majority artists. This continues to be core to the organisation's values: that great stories come from anywhere and anyone.

Each year, we also offer 6,000+ local 14-25-year-olds the chance to get involved via our Creative Futures programme, providing free projects that build their skills, confidence and careers; helping them make new, positive connections.

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.

Chris Sudworth
Chief Executive Officer

THE ROLE

Role:	Marketing Manager
Line Manager:	Head of Marketing & Communications
Salary:	£35,000 - £37,000 (pro rata), dependent on experience
Hours:	30-35 hours per week, negotiable with the candidate
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 Marketing Manager to lead the planning and delivery of strategic marketing campaigns that drive ticket sales, grow audiences and strengthen Hackney Empire's profile and reputation. The Marketing Manager will lead campaigns for Hackney Empire's produced work, support marketing for visiting productions and ensure all activity reflects our artistic vision, values and commitment to inclusion. As Hackney Empire celebrates its 125th anniversary, they will play a key role in building the organisation's profile locally, nationally and internationally.

Working collaboratively across the organisation, the Marketing Manager will lead audience development and access marketing initiatives to broaden and diversify audiences, deepen engagement with local communities and ensure campaigns are inclusive and accessible.

For full details of the role and how to apply, see pages 9-12.

Hackney Empire encourages applications from anyone from the global majority and those with disabilities, including but not limited to deafness and sight, especially where we consider we are under-represented at this level in our organisation. If you identify in any of these ways and can demonstrate you have the essential experience, knowledge, skills and abilities for the role in line with the person specification, we offer a guaranteed first-round interview.

ABOUT HACKNEY EMPIRE

Designed by Frank Matcham and built in 1901, Hackney Empire is a world-renowned, Grade II* listed, Edwardian music hall, and was recently ranked 1st in Time Out's "11 Most Beautiful Theatres" article.

The theatre was fully restored in 2003 and is currently scoping further restoration with the support of National Lottery Heritage Fund in 2027/28.

The glorious and ornate auditorium can accommodate upwards of 1,200 audience members, making it one of the capital's largest venues outside of the West End. The theatre presents and champions the best in local, national, and international arts and culture in all its forms and is proud to be an Arts Council England National Portfolio Organisation.

Hackney Empire has a legacy as a cultural beacon and safe space. For decades, Hackney Empire has been regarded as a vital and exceptional platform for Black, Asian and global majority creatives, artists and audiences, and has a proud legacy of supporting marginalised and isolated voices. This legacy continues to this day as a central element of the organisation's mission, with a continued commitment to creating access, opportunity, nurturing and championing global majority creatives and communities.

Hackney Empire is recognised nationally for its transformational work with young people, developing the future arts workforce. As Hackney Empire approaches its 125th anniversary in December 2026, the organisation is excited to push forward again, making Hackney – and the Empire – ever more central to the UK theatre ecology and narrative.

More information about Hackney Empire can be found at www.hackneyempire.co.uk



PROGRAMME

Hackney Empire offers a uniquely diverse and dynamic programme that spans a wide breadth and variety of genres – a single week's activities can include anything from theatre, dance, film shoots, opera, community productions and podcasts to performances from the world's best comedians and bands.

We have recently welcomed companies and artists such as Acosta Danza, Ballet Black, the opening run of new West End production *I'm Every Woman: The Chaka Khan Musical*, James Acaster, Emma Grede, Nish Kumar, Lily Allen, Miquita Oliver, Robyn, Maggie Rogers, Mac DeMarco and The Pogues. We also enjoy production partnerships with The Belgrade Coventry, Bristol Old Vic and English Touring Opera; producing our own critically acclaimed annual pantomime.

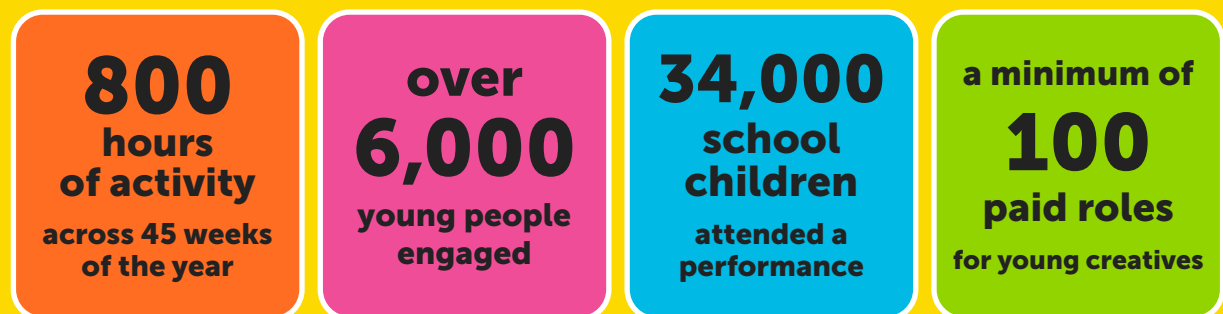
In 2025/26 we hosted numerous shows from and for specific communities, including Qawwali concerts, Latin ballet, Ukrainian plays, Jamaican comedies, Orthodox Jewish performances, as well as events to mark Windrush Day and Refugee Week. Hackney Empire also gave away over 2,500 free tickets last year to local community groups via Tickets for Good.



CREATIVE FUTURES

Creative Development runs through everything we do at Hackney Empire. Our engagement programmes are specifically designed with our local communities in mind, and developed in collaboration with our stakeholders through a range of consultation, partnership working and co-creation. Young people's voices are integrated into programme design and delivery through our Young Producers Programme, Young Board and Trainee programmes. Being deeply connected to our local community, and creating space for participants to tell us what they need from Hackney Empire is central to how we work. Inclusivity and access, collaboration, care and integrity are guiding principles for us.

Our ambitious programme of work has multiple entry points, and we pride ourselves on being able to journey with participants from initial light touch engagement projects in school, right through to professional performance opportunities and leadership roles. We work with primary, secondary, FE and HE settings through our Outreach strand of work; young people aged 14 to 19 and early-career artists through Creative Futures; and older community members through the Hackney Empire Community Choir. We are locally focussed with connections across London and nationwide, ensuring that we are both Hackney specific, and nationally recognised.



All activity is provided free of charge to reduce financial barriers to access.

Our progression model works in stages. Participants can move through all four steps or enter and engage at whatever level meets their needs and wishes.

ENGAGEMENT

LEARNING

ACTION

LEADERSHIP

" *Being on ADP showed me how theatre works. Now, I can use that experience to move forward with confidence. Hackney Empire has developed my leadership skills and musicianship. It's really great to have people who have had faith in me - now I can have faith in myself, and take these opportunities."*

Mark, a young person involved in our 2025 production of *Romeo & Juliet*

When asked about a memorable piece of art they'd seen, and why they thought it was impactful, one of our Young Producers said:

" *I'd have to say when I saw the Chaka Khan Musical at Hackney Empire. First of all, it was inspiring and unusual to see so many Black faces in a musical. Second, it was the voices - so many tenors and altos. My voice is alto, and most times in musical theatre you hear soprano. It actually has inspired me to start singing again... I have been mostly behind the scenes, but now I feel inspired to perform on stage again."*



REPRESENTATION, ACCESS AND INCLUSION

Hackney Empire is committed to promoting equity, 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.

"Coming to Hackney Empire changed my life. I came here dreaming of doing this kind of work because I didn't have access to it growing up. Through Take the Lead and Compulsory Subjects I not only gained the confidence and tools to be able to start holding spaces and devising projects - but also the belief in myself to stand on my own two feet. Now that I'm working in the Creative Development department, I'm learning everyday what it means to foster community and getting to be a part of impact that I didn't even know was possible."

Nadia Musah, Assistant Producer (Creative Development)



KEY RESPONSIBILITIES

Campaign Management

- Lead the planning, delivery and evaluation of marketing campaigns for the theatre's own productions, collaborations and co-productions
- Develop and implement campaign strategies to achieve ticket sales, audience growth and engagement objectives, using performance data and insights to optimise results
- Oversee ticket sales initiatives, plan and deliver advertising including outdoor, print, and digital advertising, manage campaign budgets, lead on the creation of marketing assets including artwork, photography and film
- Work closely with the Programming, Producing and Creative Development teams to develop campaigns that accurately represent each production and align with artistic objectives
- Liaise with external promoters and producers to coordinate campaign activity as needed
- Provide marketing support for selected visiting productions and hires
- Attend press nights and events, supporting media, stakeholder and audience engagement activity

Access Marketing

- Develop and deliver marketing activity that promotes accessible performances and services, ensuring communications are inclusive and effectively reach access audiences
- Support Hackney Empire's commitment to making theatre accessible to all by exploring new approaches to growing, engaging and serving access audiences

Audience Development

- Develop and deliver audience development strategies that increase attendance and engagement from under-represented groups and local audiences
- Plan and deliver targeted campaigns informed by audience insight, data and segmentation to attract, re-engage and retain audiences
- Build and strengthen relationships with community groups, local organisations and schools to support long-term engagement, in collaboration with Creative Development colleagues

General Responsibilities

- Contribute to the theatre's digital marketing activity, including website, email marketing, social media and paid advertising
- Brief and manage designers, photographers, agencies and other suppliers where required
- Maintain campaign schedules and coordinate activity across teams
- Monitor market trends, audience insights and competitor activity
- Produce campaign reports using sales data, analytics and audience feedback
- Ensure all marketing activity reflects the organisation's brand, values and commitment to equality, diversity and inclusion
- Represent the organisation professionally with partners, stakeholders and external agencies
- Work collaboratively with the Creative Development team to develop and deliver marketing campaigns that promote their programmes, build relationships with communities and engage participants
- Work collaboratively with the Development team in delivering marketing activity for fundraising, memberships and supporter engagement campaigns



PERSON

SPECIFICATION

Essential

- Demonstrable experience of creating, delivering and evaluating strategic marketing campaigns for live entertainment, across a range of scales and budgets
- Strong project management skills, with experience managing multiple campaigns, deadlines and competing priorities simultaneously
- Experience managing campaign budgets, monitoring performance and reporting against targets
- Ability to adapt quickly to changing priorities in a fast-paced environment
- Excellent written and verbal communication skills
- The ability to build strong working relationships with internal teams and external stakeholders and collaborators
- Strong digital marketing skills, including experience with content creation, social media, CRM, email marketing and other digital channels
- Strong understanding of audience development, audience insight and segmentation
- Excellent planning and organisational skills, with strong attention to detail and the ability to manage time effectively
- A passion for theatre and live entertainment, and young people's development through the arts
- An understanding of and enthusiasm for Hackney Empire's work and commitment to equity, inclusion and accessibility
- Ability to work independently, use initiative and make informed decisions
- A confident and professional manner

Desirable

- Experience working within the arts, cultural, or charity sector
- Experience working within a producing theatre or busy presenting venue

TERMS AND 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 a TOIL (Time Off In Lieu) 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: HEMM
Apply by: Tuesday 15 September, 10am
Interview(s): w/c 21 September

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 HEMM by 10am on Tuesday 15 September.

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