

Marketing & Audience Development Officer Job Pack

The Bush Theatre is looking for an enthusiastic and innovative Marketing & Audience Development Officer to work with the Marketing team on campaign delivery and support the audience development objectives of the organisation.

The successful candidate will play a key role in the marketing department, responsible for planning and managing show campaigns, growing and developing our audience, supporting our digital strategy and collaborating with internal teams and freelancers.

Please note that this position requires working on site.

[Click here to apply.](#)

How to Apply

We want you to have the opportunity to tell us about yourself and explain why you are right for this position, therefore we ask you to send a CV and a supporting statement in whatever format feels right to you - written (max 500 words), video or sound file (max 5 minutes) or presentation (e.g. keynote or powerpoint).

All applications should address the following questions:

- Tell us about your experience, skills and knowledge that mean you meet the person specification outlined in the Job Description; include demonstrative examples and achievements
- Tell us why this position interests you
- Tell us what you would bring to this role and the Bush Theatre

All applications will be judged on content, not on format.

Upload your information and supporting documents to our recruitment portal [Breathe HR](#).

You can upload video or sound files using the WeTransfer service <https://wetransfer.com/>. When using this service, please include the WeTransfer link in your Breathe HR attachments by inserting the link in your CV or submitting it on a separate document.

Please don't forget to include your CV.

Finally, please complete our [Equal Opportunities Monitoring form](#). This helps us to better understand if our recruitment practices are accessible and equitable to all.

If you need this information in a different format, contact our People and Culture Administrator Dorothy Ekema-Walla by emailing jobs@bushtheatre.co.uk or phone 020 8743 3584.

Deadline for applications: 23.59 on Monday 10th November 2025

First Interview date: Tuesday 25th November 2025

Second Interview date: Monday 1st December 2025

Start date: depending on the notice period of the successful candidate, this role can start from 5 January 2026.

Interviews will take place **in person** at the Bush Theatre, 7 Uxbridge Road, London, W12 8LJ. The nearest tube stations are Shepherd's Bush Market on the Hammersmith and City Line and Shepherd's Bush on the Central Line.

We produce new plays and develop artists who see the world from a different vantage point and who write stories for the many communities in contemporary London. Our diverse team and their range of experiences are vital to the Bush's success, but we have ongoing work to do to make sure the team always fully represents the communities we work and engage with.

If you are excited about this role and the work we do, we want to hear from you even if you don't meet every criteria of the job specification. We are particularly keen to receive applications from underrepresented and marginalised groups such as people of North African, Sub-Saharan African, West Asian, East Asian, Southeast Asian, South Asian, Pacific Islander and Indigenous backgrounds, Migrants, LGBTQIA+ people and those who are disabled or neurodiverse.

Minimum Criteria Guaranteed Interview Scheme

As part of our Minimum Criteria Guaranteed Interview scheme, we will offer an interview to disabled candidates who meet the essential criteria for the role. If you consider yourself to have a disability or long-term condition and would like to apply through this interview scheme, please let us know by stating anywhere in your application: 'I would like to apply through the Minimum Criteria Guaranteed Interview scheme.'

Offer condition

All offers will be subject to a minimum of two satisfactory references, proof of identity, and right to work in the UK.

Data Policy

Your application and any associated personal information will be stored and processed in accordance with our Data Policy and destroyed after six months. We will keep your equal opportunities form for a period of up to 6 months, after which point the data will be anonymised and aggregated for monitoring purposes. If you are engaged by us, the information you supply will be kept securely and form part of your record with us.

Background

Opened in 1972, the Bush Theatre is internationally renowned as ‘the place to go for ground-breaking work as diverse as its audiences’ (Evening Standard).

A champion of playwrights and operating in one of the most culturally diverse areas of London, the Bush Theatre is committed to its local community and the wider artistic community. Braiding these two strands of work together, the Bush produces an engaging and challenging programme that reflects the world we live in.

Recent successes include multi-award-winning productions *Red Pitch* by Tyrell Williams and *Shifters* by Benedict Lombe which both transferred to the West End and *Invisible* by Nikhil Parmar which transferred to Off-Broadway. Richard Gadd’s *Baby Reindeer*, Igor Memic’s *Old Bridge*, Waleed Akhtar’s *The P Word*, and *Sleepova* by Matilda Feyişayọ Ibini won the Olivier Award for ‘Outstanding Achievement in an Affiliate Theatre’ in 2021, 2022, 2023 and 2024 respectively.

The Bush Theatre’s talent development programmes discover and develop the very best of the UK’s leading artists. The Bush team believes the theatre has a responsibility to programme and generate opportunities for new and established makers and, with long-term residencies, add to the sustainability of their careers. The Bush continues to create a space where all communities can be part of its future and call the theatre home.

[Meet the Bush team](#)

Marketing & Audience Development Officer Job Description

Responsible to: Head of Marketing
Working alongside: Press Manager, Marketing & Digital Officer

Purpose of the role

You will work within the Bush's Marketing team to plan and implement show campaigns to grow audiences and penetrate new markets. You will also lead on delivering our audience development strategy to grow our core audience and build relationships with underrepresented and underserved audiences.

Main Duties and Responsibilities

Marketing Campaigns

- To devise and deliver production marketing campaigns with the support of the Head of Marketing, to achieve sales and audience development targets for the Bush Theatre's core programme.
- To work with the Marketing department on the creation and delivery of dynamic and coherent marketing and communications campaigns for the Library Bar, ALT B programme, community, literary and development departments, ensuring a consistent brand message across all platforms.
- To support and work with the Press Manager to ensure integrated marketing and press campaigns, including assisting the Press Manager with interviews, photoshoots and any other tasks as required.
- To provide hands-on management of campaign activity across a range of marketing channels including social media, third-party promotion, email marketing and print distribution.
- To lead on the creation of campaign assets, including copywriting, creating video and photographic content like trailers, artwork, supporting video content, blogs and social media assets.
- Brief freelance graphic designers, videographers and art directors in the creation of campaign assets.
- To collaborate with the Marketing and Digital Officer on the management of the Bush's social media channels to increase brand engagement, grow social media followers and maximise revenue.

- Effectively manage production marketing budgets, optimising and reporting on campaign spend, supported by the Head of Marketing.
- To be a champion of the Bush Theatre's brand and tone of voice to internal and external stakeholders, partners and audiences.
- To effectively evaluate and report on campaign performance.

Audience Development

- To deliver the Bush's audience development strategy – growing the core audience, and adding to it with new, regular attenders appropriate to the evolving programme.
- Research new, underrepresented and underserved audiences to build relationships and raise awareness of and appetite for the Bush Theatre's programme.
- To nurture and build partnerships with other organisations, networks and initiatives to realise the Bush Theatre's audience development aims and broaden our impact.
- To lead on maintaining and growing the audience for our access adjusted performances.
- To lead on Bush Connect and Bush Local memberships, maintaining and growing membership by ensuring we are adding value for members on these free schemes.
- To lead on organising and facilitating ancillary events to support audience development initiatives around the core programme, including post-show discussions and other wraparound activity.
- To keep abreast of news, new initiatives and developments in the local area and look for opportunities to engage with audiences, new and existing, within our communities.
- To support in the gathering and presenting of audience data, to help shape the Bush's financial and social objectives and assist in the business planning process.

Digital Strategy

- Support the Marketing & Digital Officer to manage and optimise the Bush Theatre's digital marketing channels, including the website, email, social media and paid search channels.
- Work with the Marketing & Digital Officer and Head of Marketing to deliver the Bush's digital and social media strategy for the full range of the theatre's activities, maintaining and developing the Bush's brand, voice and profile in the digital arena.

Communications

- Work closely with the Head of Marketing, Press Manager and Box Office Supervisor to deliver public facing communications across our platforms, including emergency communications and complaints handling, ensuring a consistent tone of voice.
- Support the Box Office Supervisor to deliver effective and accurate pre-visit audience communications, maintaining FAQs and in-venue signage.

General

- Attend read-throughs, sharings, previews, press and supporters' nights and other Bush Theatre events as required.
- Actively deliver green policies and practices for the department.
- Adhere to, and actively contribute to, Bush Theatre policies, including Equalities (including diversity, access, and equal opportunities), Environmental and Health & Safety.
- To maximise income and minimise expenditure wherever possible without jeopardising the quality of the work or the reputation of the Bush Theatre.
- To manage projects for interns when required.
- Any other duties as reasonably required.

Person Specification

Essential

- An affinity for the mission, vision and work of the Bush Theatre and a passion to help achieve the theatre's success.
- Experience in delivering or supporting marketing campaigns to develop new audiences and achieve sales targets.
- Experience and flair for creating engaging marketing materials such as social media visuals and e-news content.
- Experience in managing briefs to support the creation of assets from designers, such as print assets.
- Exceptional writing skills with an ability to write informative, accurate and creative copy.
- Excellent eye for detail and exemplary proofreading skills.
- A commitment to broadening of cultural diversity and access to theatre
- Experience of working with community groups or other organisations with a focus on nurturing and engaging new and diverse audiences in the arts.
- A positive attitude with a high level of self-motivation and the ability to work using your own initiative.
- Excellent organisation and planning skills with proven ability to work flexibly under pressure, prioritise and meet deadlines.
- Proven ability to work within allocated budgets.
- Ability to communicate effectively with people at all levels, both internally and externally.
- An understanding of equal opportunity and cultural diversity issues in the arts.

Desirable

- An interest in new writing in theatre.
- Demonstrable interest in delivering social media strategies and managing social media channels.
- Experience using Canva Pro as a design software.
- Experience planning and executing photoshoots and trailer shoots.
- Experience providing detailed notes to creatives (videographers, designers) to facilitate asset creation.
- Experience of using a Box Office system (Spektrix), including pulling reports.
- Experience of using a CRM/Email management system.
- Experience leading on organising special events or outreach activities.

- Experience working with membership schemes to maintain and grow engagement.
- An up-to-date working knowledge of relevant outreach and engagement schemes and initiatives in the arts.

Terms & Conditions

Hours: 35 hours across five days per week excluding an hour unpaid break. Usual working hours 10am - 6pm. Occasional evening and weekend work will be required as part of this role.

Salary : £27,500 per annum pro rata

Holidays: 30 days per annum pro rata inclusive of Bank Holidays
Rising to 31 days after two years' service
Rising to 32 days after four years' service

Probation: Three months

Contract type: Permanent

Other Benefits:

- Interest-free season ticket loan (after probation) for employees.
- Cycle to work scheme for employees.
- Complimentary tickets to all Bush productions subject to availability.
- Enhanced holiday and additional holiday for length of service.
- Birthday holiday.
- Enhanced Maternity, Adoption and Shared Parental Leave policies.
- 20% discount on food and drink at the Library Bar.
- Access to a confidential counselling service.