

Marketing & Digital Officer

The Bush Theatre is looking for an enthusiastic and innovative **Marketing & Digital Officer** to work with the Marketing team on campaign delivery, support the Marketing objectives of the organisation and lead on digital strategy.

How to Apply

We want you to have the opportunity to really tell us about yourself and explain why this position is right for you in whatever way feels most appropriate. Send one of the following, alongside a basic CV:

- A personal statement (500 words max)
- Presentation - Keynote or PowerPoint
- Short video or sound file (5 minutes max)

All applications will be judged on content not on format. We have suggested some options above, but if you would like to suggest an alternative let us know.

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

1. Read the Job Description and Person Specification.

2. Apply through our [recruitment portal Breathe HR](#). Include a CV.

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

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

If you have any need for this information in a different format please contact our People & Culture Manager, Dorothy Ekema-Walla by email jobs@bushtheatre.co.uk or phone 0208743 3584.

Deadline for applications: 23:59 Sunday 31st May 2026

First Interview date: Wednesday 10 June 2026

Second Interview date: Wednesday 17 June 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 'I would like to apply through the Minimum Criteria Guaranteed Interview scheme' anywhere in your application.

Offer condition

All offers will be subject to a minimum of two satisfactory references, proof of identity, 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 Feyişayō Ibini won the Olivier Award for 'Outstanding Achievement in an Affiliate Theatre' in 2021, 2022, 2023 and 2024 respectively. Not Your Superwoman by Emma Dennis Edwards staged in 2025, included the highly celebrated cast, Golda Rosheuvel and Letitia Wright.

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 Officer Job Description

Responsible to: Head of Marketing

Working alongside: Press Manager, Marketing and Audience Development 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.

Main Duties and Responsibilities

Marketing Campaigns

- To devise and deliver production campaigns with the support of the Head of Marketing, including strategy and activity plans to achieve project and departmental KPIs.
- To collaborate with the Marketing department on the creation and delivery of dynamic and coherent marketing and communications campaigns for the Library Bar, events/hires, 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 create campaign materials, including designing social media visuals, creating briefs for print and digital assets, and running the roll-out of content including scheduling, boosting and posting.
- To lead on the creation of video and design content for marketing campaigns, including trailers, artwork, supporting film content and blogs.
- 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 effectively evaluate and report on campaign performance.

Digital Strategy

- To manage and optimise the Bush Theatre's digital marketing channels, including email, social media and paid search channels.
- To be the key point of contact for our digital agency, managing briefing, budgets, timelines and reporting.

- 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.
- To keep abreast of relevant new social media platforms and behaviours.
- To work with an external Web Developer to optimize and enhance the Bush Theatre website and keep track of necessary troubleshooting.

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.

Audience Development

- Support the Head of Marketing and Marketing & Audience Development Officer 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.
- 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.

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.
- Up-to-date knowledge of the latest digital and social media marketing and communications techniques.
- 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, including working with freelancers and agencies.
- An understanding of equal opportunity and cultural diversity issues in the delivery of our service.

Desirable

- An interest in new writing in theatre.
- Demonstrable interest in delivering cutting-edge social media strategies and managing social media channels.
- Experience using Canva Pro and Adobe design software.
- Experience using Asana (or similar) as a project management tool.
- 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.
- An understanding of equal opportunity and cultural diversity issues in the delivery of our services.

Terms & Conditions

Hours: 35 hours across five days a 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 : £28,325 per annum pro rata

Holidays: 30 days per annum pro rata inclusive of Bank Holidays

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 Cafe Bar.
- Access to a confidential counselling service.