

## Marketing and Communications Director Job Pack

The Bush Theatre is looking for a creative, strategic and sales-focused Marketing and Communications Director to lead the theatre's marketing and communications strategies and the development of our brand. You will have proven marketing experience, a passion for audiences and be a tireless advocate for the company's work.

We welcome applicants with a broad range of experience from both within and outside the arts sector, valuing appropriate transferable skills where they can be articulated with precision and clarity.

### Background: A New Chapter

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.

A champion of new work, the Bush produces an engaging programme that asks the big questions of the world we live in. The Bush also develops brilliant theatre makers through artist development programmes that have fed the wider entertainment industry for decades. These artists stand alongside established names in a theatre where different communities are entitled to shape the future through fearless storytelling.

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 have gone on to international tours and transfers (including Sweden, Washington, and New York), and *Invisible* by Nikhil Parmar, which transferred Off-Broadway. Richard Gadd's *Baby Reindeer* (now a hit Netflix series), Igor Memic's *Old Bridge*, Waleed Akhtar's *The P Word*, and *Sleepova* by Matilda Feyişayo Ibini (which also transferred to Washington) won the Olivier Award for 'Outstanding Achievement in an Affiliate Theatre' in 2021, 2022, 2023, and 2024 respectively, and nominated for Best New Production in Affiliate Theatre in 2026. *Not Your Superwoman* by Emma Dennis Edwards, staged in 2025, included the highly celebrated cast Golda Rosheuvel and Letitia Wright.

## **Why Join Us Right Now?**

It is an incredibly exciting time to join the Bush Theatre. Our new leadership team has just announced Taio Lawson's first season of productions, marking the beginning of an ambitious new creative era.

As Marketing and Communications Director, you will take centre stage in shaping how this work is communicated to the world, building bold, innovative campaigns that deliver sales growth, elevate our brand profile, and invite audiences to lean in with curiosity.

You will join us at a defining moment of artistic and organisational growth. In this role, you will help articulate our commitment to a theatre industry that is pluralistic, compassionate, and fearless, constantly pushing the boundaries of what new work can be. By leading the marketing and audience strategy for daring theatre where marginalised artists ask the big questions of today, you will ensure our work connects deeply, nurturing talent with a distinctly local voice and a resonant national impact.

Alongside driving box office performance across all programming, you will create the marketing, audience engagement, and campaign strategies that support fundraising, raise the profile of the Library Bar, and promote venue hires to boost overall commercial revenue. As we look ahead to a future capital project designed to ensure the long-term sustainability and resilience of the organisation, you will steer the external evolution of our brand. You will help frame our story for the next chapter, ensuring the Bush continues to build on its reputation for West End and international transfers while remaining a vibrant, welcoming home for all communities.

[Meet the Bush team](#)

## Marketing and Communications Director Job Description

|                         |                                      |
|-------------------------|--------------------------------------|
| <b>Responsible to:</b>  | Executive Director and Co-CEO        |
| <b>Dotted line to:</b>  | Artistic Director and Co-CEO         |
| <b>Responsible for:</b> | Marketing Officers and Press Manager |
| <b>Oversight of:</b>    | Box Office Supervisor and Function   |

### Purpose of the role

As a senior leader and department head you will work closely with the Executive and Artistic directors and senior team at the Bush Theatre to:

- Devise and deliver innovative marketing, communications, and audience development strategies that build the profile of the Bush Theatre to directly support sales, fundraising, and commercial investment.
- Maximise income from all productions and events, taking direct accountability for reaching and exceeding £850k in annual ticket sales.
- Consistently drive ticket sales across all programming regardless of title or profile, maintaining the agility to pivot campaigns dynamically.
- Broaden and diversify our audience by promoting a wide spectrum of performance work, including the expansion of our ALT-B series (highlighting music, spoken word, clowning, and comedy).
- Maximise ancillary income streams, driving visitor growth and revenue for the Library Bar, events, and venue hires.
- Maintain and boldly evolve the Bush Theatre brand.

### Main duties and responsibilities

#### **Brand Management and Marketing**

- Drive the continuing evolution of the Bush Theatre brand, tone of voice and visual identity, to best reflect and articulate the theatre's mission and expanding programme
- Devise and deliver an innovative marketing strategy, that maximises attendance, revenue, brand profile, stakeholder engagement and awareness of the Bush Theatre's brand and programme
- Lead the Marketing department in creating and delivering creative, strategic and dynamic marketing, audience development and communication campaigns for all Bush Theatre activity - including main stage productions, season launches, community work, development campaigns, events, and the Library Bar.
- Provide final sign off on all marketing assets ensuring strict brand compliance and

exemplary quality standards across platforms

- Continuously monitor and evaluate campaign performance, applying dynamic interventions and data-led insights to keep sales on track and better plan future campaigns
- Effectively manage and brief partner agencies, freelancers and consultants
- Work closely with the Producing team, visiting producers and co-producers to set and achieve financial and social targets, agree parameters and campaign schedules, and report on activity.
- Build positive relationships with playwrights, directors, actors and other creatives to ensure the effective delivery of campaigns.

## **Press and Communications**

- Work collaboratively with the Press Manager to develop an integrated media strategy for all Bush productions and initiatives that is bold, focused, and innovative, elevating our profile to support sales, develop our audiences and highlight to continued importance of the work we do on a limited budget.
- Manage audience communications, supported by the Box Office Supervisor, ensuring a warm, engaging, and consistent tone of voice.
- Coordinate the Marketing, Venue and Box Office teams to manage crisis communications smoothly when required.
- Ensure all artistic work and ancillary activities – including community projects, fundraising initiatives, hires & events and the Library Bar – are strongly profiled both internally and externally.
- Liaise with the Development Director to actively support fundraising through targeted print, press, PR, and integrated campaigns.
- Create internal reports and board, funder, and statutory reports using marketing insights and data, tracking KPIs outlined in the Bush Theatre's action plan.
- In collaboration with the Executive lead, develop and implement the internal communications strategy.

## **Audience Development and Experience**

- Create a bold blueprint for developing the Bush Theatre's audiences; broadening reach, growing retention, and deepening diversity across all performance streams and Bush activities
- Monitor box office performance continuously and show immediate adaptability - pivoting marketing tactics, messaging, and target demographics swiftly if a production is underperforming.
- Drive the delivery of audience development initiatives, bringing all of our programmes and activities to underrepresented and new audiences.
- Work with the Box Office Supervisor to analyse and evaluate audience data, via Spektrix, Illuminate and Audience Finder
- Support the Box Office Supervisor to develop and deliver an inclusive welcome and excellent visitor experience for our diverse audiences and participants, driving a

proactive sales approach across all customer touchpoints that delivers agreed targets.

## Sales and Ticketing

- Advise on the artistic programme, supporting the Executive and Producer in setting optimum performance schedules, pricing models and sales targets
- Drive sales consistently across the entire season, taking a proactive approach to selling every show regardless of its profile or genre.
- Support the Executive Director and Head of Finance to set sales targets, ticket pricing strategies, and KPIs that maximise earned income while preserving accessibility for a diversity of audiences, proactively monitoring and adapting our approach as required
- Champion ancillary revenue growth, collaborating with venue teams to market and maximise income from the Library Bar, events, and venue hires.
- Oversee the Box Office function, maintaining clear box office policies and effectively managing third-party ticket agents.
- Work closely with the Box Office Supervisor to manage data protection processes for audience data, and take an active role in the GDPR working group
- Work closely with the Box Office Supervisor to conduct detailed sales and audience data analysis to evaluate and report on campaigns.

## People and Management

- Play a full and constructive role in the management of the Bush Theatre, ensuring that open co-operative and professional working practices are promoted.
- Provide strong leadership and line management for the Marketing team, with strategic oversight of the Box Office team, including recruitment, training, development, and constructive performance management in consultation with the Executive and Administration team.
- Manage and control all departmental operational and campaign budgets effectively.
- Act as named Data Controller for the organisation, devising and implementing policies in line with General Data Protection Regulations (GDPR)
- Contribute marketing and commercial expertise to organisational business planning and strategy.
- Keep up to date with trends, research, and emerging techniques across arts marketing, commercial sales, and digital communications.

## General

- Attend regular Company meetings and Programming meetings.
- Attend read-throughs, sharings, Preview, Press and Supporters' Nights and other Bush Theatre events as required
- Attend Senior Management Team meetings as required
- Attend Board meetings as required
- Actively develop and implement green policies and practices for the department
- Adhere to, and actively contribute to, Bush Theatre policies, including Equalities (diversity, access, 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 act always in the best interest of the Bush Theatre
- Any other duties as reasonably required

## **Person specification**

### **Essential**

- A passionate alignment with the mission, values, and artistic vision of the Bush Theatre, with a drive to expand and diversify its audiences.
- Proven experience in a senior leadership or management role, with a track record of building positive team cultures, managing staff/freelancers, and addressing performance constructively.
- Demonstrated success in leading innovative, multi-channel marketing campaigns that drive box office sales, hit targets, and grow new audiences.
- A keen awareness of current trends across theatre, culture, and the broader creative industries, with the vision to ensure the Bush Theatre's brand and marketing remain distinct, innovative, and trendsetting.
- Up-to-date expertise in digital marketing, social media trends, and data analysis, with the ability to translate data/CRM insights into actionable business decisions.
- Strategic flair for developing external brand identity, creating clear design briefs, and maintaining strong visual and verbal consistency across all platforms.
- Exceptional writing skills capable of crafting compelling copy for diverse audiences, paired with meticulous attention to detail and proofreading standards.
- Strong financial management skills, including budget setting, forecasting, and revenue optimisation under pressure.
- A deep, active commitment to equality, diversity, and inclusion, with practical experience integrating these principles into audience engagement and team management.
- Working knowledge of GDPR guidelines and best practices regarding customer data management.

### **Desirable**

- Experience managing or working closely with box office/ticketing platforms (e.g., Spektrix) and customer service/front-of-house operations.
- An established network of arts media contacts or experience overseeing external PR agencies.
- Experience handling reputation management and external communications during high-pressure situations.

## **Terms and Conditions**

- Hours:** 35 Hours per week across at least five days excluding an hour break.  
Evening and weekend work will be required as part of this role.  
We are entirely open to flexible working configurations for this position (such as part-time structures or modified timetables) and are happy to discuss what works best for you.
- Salary:** £44,000 per annum (pro rata if part-time / working reduced flexible hours)
- Holidays:** 30 days per annum inclusive of Bank Holidays  
Rising to 31 days after two years' service  
Rising to 32 days after four years' service
- Notice Period:** One month during probation, three months thereafter.
- Probation:** Six 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.

## 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

## Application Steps

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://wetransfer.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 and Culture Manager, Dorothy Ekema-Walla by email [jobs@bushtheatre.co.uk](mailto:jobs@bushtheatre.co.uk) or phone 0208743 3584.

## Key Dates & Location

**Deadline for applications:** 23:59 Friday 21 August 2026

**First Interview date:** Tuesday 1 September 2026 - in person

**Second Interview date:** Friday 4 September 2026 - online

Interviews **in person** will take place 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.

## **Inclusivity and Guarantees**

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.