OUR HISTORY

Formed in the UK by Felix Barrett in 2000, Punchdrunk has pioneered a game-changing form of immersive theatre in which roaming audiences experience epic and emotional storytelling inside sensory theatrical worlds. Blending classical texts, physical performance, award-winning design installation, and unexpected sites, the company’s infectious format rejects the passive obedience usually expected of audiences.

Our award-winning productions invite audiences to rediscover the childlike excitement and anticipation of exploring the unknown and experience a real sense of adventure. The company’s international production, Sleep No More, celebrated eight years of its extended run in the USA in 2019. In December 2016, a redeveloped version of the production opened in Shanghai and continues to run.

Punchdrunk’s award-winning productions include:
Faust (in collaboration with the National Theatre, 2006)
The Masque of the Red Death (in collaboration with BAC, 2008)
Tunnel 228 (in collaboration with The Old Vic, 2009)
It Felt Like A Kiss (with Adam Curtis and Damon Albarn, Manchester International Festival, 2009)
Sleep No More (with the American Repertory Theatre, Boston, Mass., 2009)
The Duchess of Malfi (with ENO, 2010)
The Crash of the Elysium (Manchester International Festival, 2011)
The Drowned Man: A Hollywood Fable (with the National Theatre, 2013)
Kabeiroi (2018)
Small Wonders (LIFT Festival 2018, Edinburgh International Children’s Festival 2019)

Since 2008, Punchdrunk’s Enrichment department has taken the company’s practice into communities, creating performances with and for children, young people and the wider community.

Key projects to date include schools projects The Lost Lending Library and A Small Tale, alongside Small Wonders, a production for 5-11 year olds and Against Captain’s Orders, a family adventure created in partnership with the National Maritime Museum and Greenhive Green, which took place in a care home for older people including those with dementia.
OUR CURRENT CONTEXT

Punchdrunk (a charitable organisation) and Punchdrunk International (a commercial company) are co-located in Punchdrunk’s offices currently based in Tottenham. The organisations work alongside each other with the charity focused on UK productions, Enrichment and research and development, while Punchdrunk International produces the company’s large-scale international work and a selection of key partnerships.

COMMUNICATIONS MANAGER

Role Summary

The Communications Manager will be responsible for the delivery of the marketing strategy for a major Punchdrunk International production in London. Confident in your abilities, you will be an experienced marketing manager with a strong track record delivering major theatre productions. You will manage and coordinate all marketing activity: developing and maintaining public interest in the production over a sustained period and generating ticket sales across the run. You will be adept at managing a complex workload and responding quickly to external pressures.

Responsible to:
Head of Communications

Key relationships:
Communications Assistant, Creative Director, Producers, Artistic Director, Creative Partnerships Lead, Finance Director, Box Office Manager, PR agency, marketing agency
RESPONSIBILITIES

Marketing
• In collaboration with the Head of Communications, deliver an integrated communications strategy (including digital, marketing, advertising and PR) that deepens audience engagement and continues to develop an audience base across a sustained period
• Support the development of the production website
• Maintain the production website, updating when necessary
• Manage the development and delivery of the printed production programme, in collaboration with the Creative Director
• Oversee the development of production merchandise
• Support with partnership deliverables
• Develop relationships with external partners for cross marketing opportunities
• Manage and report on the marketing budget: maximising spend, ensuring value for money

Audience Development
• Regular analysis of audience data across ticketing and digital platforms
• Identify potential areas of audience growth and develop targeted campaigns
• Respond fluidly to a changing audience picture

Digital
• Develop the email campaign strategy
• Develop and maintain social media accounts across Instagram, Facebook and Twitter
• Oversee the development, delivery and management of content across digital channels including the production website, social media, email newsletters and offline marketing
• Oversee the development of marketing assets including production trailers and photography

Ticketing
• In collaboration with the Head of Communications and producers, develop a dynamic ticketing strategy responding to audience behaviour and trends
• Main point of contact for ticketing provider with regular contact with the box office manager
• With the Box Office Manager, monitor ticket sales on a daily, weekly and monthly basis
• Assist the Box Office Manager with management of inventory

PR
• Liaise with the PR agency to monitor media strategy
• Coordinate with the PR agency, production, performers and creatives to facilitate interview opportunities and other media opportunities
• Demonstrate an awareness of media trends including key influencers to target
• Manage press cuttings
• Regularly report on press activity to stakeholders

Customer Management
• Effectively respond to customer feedback
• Able to assess when issues need to be escalated to senior management
Knowledge & Experience

Essential:
- At least five years experience working in theatre arts marketing at a senior level
- Experience developing effective ticketing strategies
- Proven track record growing audiences in a theatre context
- Proven track record attracting diverse audiences to theatre productions
- Experience using audience data to inform marketing strategies
- Experience of crisis communications management
- Experience responding to a wide range of customer feedback
- Experience of successful budget management

Desirable:
- Experience in content creation, including filming and editing
- Intermediate ability across Adobe suite including InDesign and After Effects
- Experience bringing audiences to new locations / place-making projects
- Proven track record achieving sustained ticket sales for long running productions

Skills & Attributes
- Excellent writing, language and proof-reading skills
- Educated to degree level or equivalent
- Basic ability to use Photoshop
- Confident Excel user
- Ability to work well under pressure
- Ability to think creatively to develop marketing campaigns with minimal available content
- Excellent at building relationships with multiple stakeholders
- Excellent, proactive communicator
- Able to work in a team and independently
If you are called for an interview you will be required to sign Punchdrunk and Punchdrunk International Non-Disclosure Agreements in advance of the meeting. All applicants must be eligible to work within the UK.

If you have any questions regarding this or any other aspect of this role, please call us on 020 7655 0940 or email recruitment@punchdrunk.org.uk.

COMPANY BENEFITS

- Optional twice weekly boot camp sessions, at a subsidised rate
- Weekly company lunch (staff contribution)

SUMMARY OF TERMS

Salary: £27-30,000 per annum

Contract: One year fixed term, with option to extend

Annual Leave: 20 days holiday per annum + UK bank holidays (Holiday year runs 1 April to 31 March)

Pension: 5% employer contribution, following completion of probation period

Working hours: Standard 40 hours (including lunch break) per week Monday to Friday (usual office hours 10am-6pm). Due to the nature of the role, evening work will be required

Probation period: Three months, during which either party may terminate the contract with four weeks’ notice. Notice period is three months following the successful completion of the probation period

Place of work: Punchdrunk offices, currently in Tottenham Hale, north London. NB The Punchdrunk offices will relocate to Woolwich, south-east London - exact date TBC
HOW TO APPLY

To apply, please submit your CV and a brief statement (maximum one A4 side) describing your suitability for the position and specifically how your experience matches the person specification. Applicants should provide contact details for two references, we will seek your permission before making direct contact with any referees. Please note that it is likely we will seek to take up one reference for candidates progressing to second interview, prior to making an offer.

All offers of employment will be subject to the receipt of satisfactory references. Please submit your application by email with 'Communications Manager' in the subject line to recruitment@punchdrunk.org.uk by 12pm on Friday 28th June 2019. Shortlisted candidates will be notified by 5pm on Monday 1st July if they will be invited to first interview on Wednesday 3rd July with second interviews likely to take place on Friday 5th July. Please notify us if you cannot attend the specified interview dates at the time you submit your application.

As an Equal Opportunities Employer, Punchdrunk International welcomes applications from all sectors of the community, regardless of gender, age, race, sexuality or disability and makes appointments based solely on ability to fulfill the duties of the post. We actively welcome applications from individuals with backgrounds currently under represented in the arts.

Please complete a short online equal opportunity monitoring form, accessible via the following link: 
CLICK HERE

Your answers to this are anonymous. All information will be treated in strict confidence and will not be seen by staff directly involved in the appointment process. It will only be used to provide information for monitoring and evaluation purposes. Please note that your personal information will not be retained post the interview process.

RECRUITMENT TIMELINE

Application deadline: 12pm, Friday 28th June 2019

Interviews:
First round: Wednesday 3rd July
Second round: Friday 5th July

Candidates who are shortlisted for interview will be given the opportunity to specify any access needs so that appropriate arrangements can be made. If you need this information in a different format please contact us on 020 7655 0940 or recruitment@punchdrunk.org.uk.