



## Introduction to the Stephen Joseph Theatre

The Stephen Joseph Theatre (SJT) is a producing theatre based in Scarborough; it has a national and international reputation, and offers a year-round programme of high-quality theatre and film. SJT also provides a wide-range of participatory activity, through which we work across the borough and with all ages and communities, including: a youth theatre for anyone aged from 5 – 25; schools' workshops; community choirs and activities for those with dementia.

Each year we produce seven shows, of which at least two are brand new. This year's programme includes the Broadway award-winning **Murder for Two**; a co-production of **Calendar Girls – The Musical** with Theatre by the Lake Keswick, Bolton Octagon and New Wolsey Ipswich (our big show for the summer); Olivier award-winning comedy **Handbagged**; a world-premiere of Alan Ayckbourn's 92<sup>nd</sup> new play **The Trial of Romeo Oscar**; **All At Sea**, a piece of new writing in collaboration with Live Theatre in Newcastle; and our Christmas shows: **Puss in Boots**.

The work from our visiting companies includes dance, drama, music, solo shows, comedy, family work, circus, poetry, cabaret, magic and drag and this year we've welcomed, Blackeyed Theatre, Frozen Light, John Godber, Mark Thomas, Townsend Productions and Daniel Kitson (amongst others). Our cinema shows nearly 400 films a year, ranging from *Wicked* and *Downton Abbey* to the latest live streaming from the National Theatre.

Our theatre benefits from its proximity to the beautiful North Yorkshire coastline as well as the North York Moors and the Yorkshire Wolds. Scarborough was the first British seaside resort to be established in England and remains one of the UK's most visited destinations. SJT is at the heart of the cultural regeneration plans for the town including Scarborough Fair - a year-round cultural programme of five high-quality, distinctive festivals – and a bid for the first ever Town of Culture.

For locals, and for the thousands who visit this beautiful part of the world every year, SJT provides year-round entertainment: diverse, funny, surprising, visually daring and packing a big emotional punch.



## Welcome from the Head of Marketing

Thank you for your interest in the role of Marketing Officer here at the SJT.

The past four years have been a period of huge growth in terms of audiences and profile. Attendances have increased by over 240% since 2021/22 and last year, two of our in-house produced shows were in our top ten best-selling ever. Our work is continuing to gain national and international recognition, including two separate UK Theatre Awards and we regularly co-produce with venues around the country including **The Orange Tree, Richmond, Theatr Clwyd, Live Theatre** and **Shakespeare North Playhouse**.

We have a hugely busy programme here; over 300 live performances each year, as well as nearly 400 screenings and live streamings in our cinema. We create two season brochures every year, monthly cinema flyers, and we design and produce imagery for all of our in-house productions. Our social media profile is growing – but we can always do more! – and we are starting to explore audience segmentation so we can tailor our messaging in the right way.

We're proud of what we've achieved, but there is still lots to do. This is where you come in – a creative and proactive Marketing Officer with a real understanding of digital marketing and communications and strong copywriting skills. You'll be a member of a small team, but will also work with all departments at SJT to ensure that our audience engagement strategies are delivered consistently across the organisation.

If this feels like the perfect opportunity for you, do get in touch. And if an informal chat would help you decide, please drop me an email via [Chrissie.lewis@sjt.uk.com](mailto:Chrissie.lewis@sjt.uk.com) and we'll find a time.

We look forward to hearing from you!

Best wishes

Chrissie Lewis

# **Our Theatre**

## **Vision**

We at the SJT believe that culture provokes interest and fires our imaginations; that sharing our experiences and our stories helps build communities and that collaboration builds a compassionate and engaged society.

Our role is to give everyone the opportunity to discover and celebrate their creativity.

In short, we believe that this is yours.

## **Building**

Our theatre is housed in a converted 1936 Odeon cinema building, opposite Scarborough railway station and comprises:

- The Round, a 400-seat theatre space in the round.
- The McCarthy Theatre (The Mac), a 165-seat proscenium arch theatre.
- Rehearsal room, scenic workshop, wardrobe and store.
- Creative Engagement rooms, including dedicated studio space
- The Meeting Point, a free-to-use community space.
- The Ramsay Reading Room.
- The Boden Room, a flexible function room.
- Bar and lounge, providing a flexible space for use by audiences and for events and the home of Eat Me Cafe.



**The Round**



**The McCarthy**

## **Marketing Officer Job Description**

**Job Title:** Marketing Officer  
**Line managed by:** Head of Marketing  
**Line manages:** n/a

### **Job purpose:**

The Marketing Officer is a key role within the Marketing Department, supporting the delivery of the organisation's overall audience engagement and marketing strategies. This role has a strong focus on contributing to digital marketing and communications, supporting the SJT's online activity.

### **Key responsibilities and duties**

#### **Digital Marketing & Communications**

- To create, schedule and monitor engaging content across the organisation's social media channels.
- To assist with the development and distribution of targeted email marketing campaigns using CRM and email marketing platforms.
- To maintain and update website content to ensure information is accurate, engaging and aligned with organisational objectives.
- To ensure all digital communications are consistent with the organisation's brand guidelines and tone of voice.
- To support the organisation in maintaining effective, accessible and audience-focused digital communication channels.

#### **Campaigns & Audience Engagement**

- To support the planning and delivery of integrated marketing campaigns to increase audience engagement and brand awareness.
- To support the implementation of audience development strategies to grow online communities and improve engagement.
- To collaborate with internal teams to promote events, productions, campaigns and organisational initiatives.
- To contribute to production debriefs by providing relevant marketing data, audience insights and campaign analysis.

#### **Content Creation & Brand**

- To assist in the creation of marketing materials, including copywriting and promotional content.
- To capture informal photography and digital content at a range of organisational events and activities, as required.
- To monitor social media trends, audience behaviour and sector developments to identify opportunities for innovation and engagement.

#### **Data, Reporting & Insights**

- To monitor digital marketing performance using analytics tools, providing reports and insights to inform future activity.
- To contribute audience data and campaign analysis to support strategic decision-making and future planning.

## **Events & Public Engagement**

- To support the planning and delivery of the organisation's annual season launch and other key events.
- To attend press nights and key performances to support marketing, audience engagement and media activity.
- To represent the organisation at external events, networking opportunities and community activities.

## **Marketing Administration & Operations**

- To provide administrative support for marketing projects, campaigns and departmental activities as required.
- To help maintain accurate and up-to-date marketing information across both print and digital platforms, within the theatre and at external locations around the town.

## **Company Responsibilities**

- To become familiar with the company's Staff Handbook and to work in accordance with its policies and approaches and with other key organisational strategies as may be required.
- To attend organisational meetings/rehearsals, as required.
- To undertake other tasks and duties as may reasonably be requested.

## **About role statements**

As SJT evolves to meet the changing needs of a producing company the roles required of all staff will evolve. As such, staff should note that this document is not intended to represent the role that the incumbent will perform in perpetuity. This role statement is intended to provide an overall view of the role as at the date of this statement.

# **PERSON SPECIFICATION**

## **ESSENTIAL EXPERIENCE**

- Working in a marketing, communications or audience engagement role.
- Managing social media platforms for an organisation or brand.
- Creating engaging digital content across a range of channels.
- Supporting marketing campaigns and promotional activity.
- Using website content management systems and email marketing platforms.
- Analysing marketing performance data and producing reports or insights.

## **ESSENTIAL KNOWLEDGE & SKILLS**

- Excellent written and verbal communication skills with a very strong attention to detail.
- Strong copywriting skills with the ability to adapt tone of voice for different audiences and platforms.
- Good understanding of digital marketing and social media best practice.
- Knowledge of audience engagement strategies and online community building.
- Ability to use digital tools and platforms effectively, including CRM systems, social media scheduling tools and analytics software.
- Strong organisational and administrative skills with the ability to manage multiple priorities and deadlines.
- Ability to work collaboratively with colleagues across departments.

## **DESIRABLE EXPERIENCE**

- Working within an arts, theatre, cultural or charitable organisation.
- Capturing photography and/or video content for digital marketing purposes.
- Supporting live events, launches or public engagement activity.

## **DESIRABLE KNOWLEDGE & SKILLS**

- Knowledge of accessibility and inclusive communication practices.
- Understanding of audience development within the arts and cultural sector.

## **PERSONAL QUALITIES**

- Creative, proactive and enthusiastic approach to marketing and communications.
- Strong interpersonal skills and ability to build positive working relationships.
- Flexible and willing to work occasional evenings and weekends as required.
- Ability to work independently and use own initiative.
- Commitment to equality, diversity and inclusion.
- Interest in theatre, arts and cultural engagement.

## TERMS AND CONDITIONS

|                             |                                                                                                   |
|-----------------------------|---------------------------------------------------------------------------------------------------|
| <b>Salary:</b>              | £26,000 - £28,000 pa dependent on experience                                                      |
| <b>Contract:</b>            | Full time, permanent                                                                              |
| <b>Probationary period:</b> | Six months                                                                                        |
| <b>Notice period:</b>       | Two months                                                                                        |
| <b>Hours:</b>               | 37.5 per week                                                                                     |
| <b>Pension:</b>             | The company operates an auto-enrolment pension scheme in line with current government legislation |
| <b>Holiday Entitlement:</b> | 25 days per annum                                                                                 |
| <b>Place of work:</b>       | Stephen Joseph Theatre                                                                            |



## Application Process

Thank you for your interest in the role of Marketing Officer here at SJT.

If you are interested, please send a copy of your up-to-date CV together with a letter explaining what attracts you to this position and why you think you would be good at it. We'd particularly like to hear from you about any specific examples of past experience that tie directly into the person specification.

As part of your application, please also include the names and contact details of two referees. We won't ask anyone for a reference before interviews and then only after checking with you first that you are happy for us to speak to them.

It's not part of your application, but it would really help us to monitor our equal opportunities plan if you could complete an Equal Opportunities Form, which can be found on the vacancies page on our website. This form will only be used for monitoring purposes; it will be removed when your application is received and kept separately so that it doesn't form any part of the shortlisting process.

All applications must be sent via email to Millie Deighton on [millie.deighton@sjt.uk.com](mailto:millie.deighton@sjt.uk.com) with "Marketing Officer" in the subject line by 6pm, Monday 3 August 2026.

**Access provision and additional support/resources:** We want this role to be an opportunity for the widest possible group of people who fit its criteria. We are committed to providing support with access requirements and are open to a conversation with any applicant about how they may be supported to fulfil the role. Please let us know of any access needs you may have at any point in the recruitment process and we will work with you to ensure those are met. We will also ensure that access requirements are not a factor in our decision-making process.

There's a wealth of useful info on communicating your specific needs here:  
[www.accessdocsforartists.com](http://www.accessdocsforartists.com) and [alexandrinahemsley.com/resources/access-rider-open-template/](http://alexandrinahemsley.com/resources/access-rider-open-template/)

We'll hold first round interviews during the week commencing 10 August 2026 online.

