



**A NEW
DIRECTION**
We create opportunity

**GOOD
GROWTH
HUB**

STEP

**SADL
ERSW
ELLS**

Marketing & Communications Trainee

Location of role: EC1R 4TN, Islington & E20 2AR,
Stratford (location split between sites)

Placement hours: 30 hours a week

Working pattern: Part-time, over 4 days per week

Placement length: 12 months

Salary: £14.80 per hour

About Sadler's Wells

Sadler's Wells holds fast today to the vision that Lilian Baylis instilled here almost a century ago: that great art should belong to everybody. [Our mission](#) is to make and share dance that inspires us all, and our vision is to create, through dance, a depth of connection beyond borders, cultures and languages, so we see ourselves in each other. This role offers you the opportunity to bring your ideas, passion, knowledge, and experience to Sadler's Wells. In return, you will be part of a strong and supportive team in a world class arts organisation.

More than half a million people come to our theatres in London each year, with many more enjoying our touring productions at partner venues across the UK and in cities around the world. Sadler's Wells Theatre has been located in Islington since the 17th century. Today Sadler's Wells consists of the Sadler's Wells Theatre (1,500 seats); the Lilian Baylis Studio (180 seats); three rehearsal studios; bars, a café, facilities for private and corporate entertaining and offices for Sadler's Wells' colleagues.

Our West End home, the Peacock (1,000 seats), is subject to a unique agreement whereby Sadler's Wells and the London School of Economics jointly manage it, with the LSE presenting its lectures to students during the day and Sadler's Wells presenting theatre at night.

Our fourth venue Sadler's Wells East opened in 2025 in London's Queen Elizabeth Olympic Park. Sadler's Wells' stunning new space is located on the Stratford Waterfront site, opposite the London Aquatics Centre, alongside UAL's London College of Fashion and the V&A Museum. The site forms part of a new cultural and education district, which also includes a major new University College London (UCL) campus and has direct links to the creative communities already based in east London.

Sadler's Wells East houses a 550-seat mid-scale theatre, as well as facilities for the [Rose Choreographic School](#) and [Academy Breakin' Convention](#), the UK's first Hip Hop Theatre level 3 extended diploma.

Visit our website to find out more:

<https://www.sadlerswells.com/>

About the role

The Marketing Team devises and implements marketing campaigns for productions presented at our four theatres and supports the marketing of our national and international producing and touring work, for Sadler's Wells Digital Stage and an increasing range of additional projects from restaurant launches to educational projects. The team is responsible for Sadler's Wells' membership scheme and Barclays Dance Pass, a ticket scheme for 16–30-year-olds. The team also leads audience development within the organisation.

In a typical year, the team is responsible for delivering over 70% of Sadler's Wells income through generating ticket sales for our London productions.

The team works particularly closely with the Producing and Touring department as well as Content, Digital, Press, Programming and Learning and Engagement departments. The Marketing Manager reports to the Head of Marketing.

Role:

This role supports the Marketing Manager and Social Media Executive in promoting all the activities at Sadler's Wells East. The role would be an ideal opening for someone looking to work in arts or theatre promotion, and calls for someone who is industrious, keen to learn and a good 'people person' with attention to detail. If you have core office skills (for example able to use MS Office) that would be an advantage. An interest in dance is useful but not essential.

Responsibilities

- Setting up ticket promotions.
- Collecting sales information.
- Researching target audiences.
- Building partnerships with community groups.
- Working on events and promotions.
- Supporting the roll out of campaigns including paid digital advertising and organic social media posts.

Skills and experience

Essential

- Clear written and verbal communication
- Organised and able to prioritise
- Collaborates well in a team and seeks feedback
- Comfortable learning new digital tools
- Observes working hours

Desirable

- Familiarity with Instagram and or TikTok
- Experience creating content for social media
- Awareness of the cultural scene of East London
- Interest in dance

THIS JOB DESCRIPTION IS A GUIDE TO THE NATURE OF THE WORK REQUIRED OF THIS POSITION. IT IS NEITHER WHOLLY COMPREHENSIVE NOR RESTRICTIVE AND DOES NOT FORM PART OF THE CONTRACT OF EMPLOYMENT.