



JOB OPPORTUNITIES

POSTED 17th June 2025
APPLICATIONS BY Friday 4th July 2025

ROYO is looking for a **Head of Marketing & Communications** to join its busy production office.

ROYO's recent and current productions include *13 Going On 30 The Musical*, *Kinky Boots The Musical*, *HERE & NOW – The Steps Musical*, *OSCAR At The Crown*, *NOW That's What I Call A Musical*, *Police Cops The Musical*, Disney's *Winnie the Pooh & Nikita Kuzmin – Midnight Dancer*. Further major productions are to be announced for 2026/7.

ROYO is also producing and presenting a significant number of international projects with a particular emphasis in Asia and Europe.

The role will be required to work across a range of current and future productions and will be based in ROYO's central London office.

ROYO is a committed equal opportunities employer. We actively encourage applicants from all backgrounds and sections of the community.

www.royo.co.uk

To apply, please email a covering letter and CV to recruitment@royo.co.uk with the job title in your email's subject line by 6pm on 04.07.2025

HEAD OF MARKETING & COMMUNICATIONS

The Head of Marketing & Communications will work alongside the General Managers and Directors in supporting the strategic planning, organisation and administration of the marketing of each production.

Responsibilities will include:

- Liaising and coordinating with external marketing agencies on each production to ensure the smooth running, planning and execution of marketing campaigns.
- Coordinate timelines for the announcement and marketing of productions, including putting new productions on sale.
- Plan campaigns as required for productions on a national and local level.
- Project manage promotional events, performances and press nights.
- Preparing reports on sales, campaign activity and interactions for the Directors and other key stakeholders.
- Oversee any in house marketing of ROYO, including ensuring company websites and social channels are up to date and in line with house policies.
- Creating digital content schedules as required for productions that don't retain an external agency and oversee the creation of all promotional content and materials.
- Drafting copy and promotional wording, and proof-reading documents as required.
- Preparing briefs for external artwork agencies and coordinating the delivery of artwork.
- Managing deadlines for the supplying of assets to external parties and coordinating delivery of such assets from any third party suppliers.

- Liaise with venues directly as required in all matters relating to the sales and marketing of each production.
- Creating and planning new ideas for marketing of productions.

Personal specification (essential)

- A minimum of three years relevant management experience in theatre or arts with a successful track record in theatrical or live performance production.
- Proven experience in a senior marketing or communications role, preferably within arts, culture, or entertainment.
- Strong leadership and team management skills.
- Excellent copywriting, editorial, and proofreading abilities.
- Solid understanding of audience segmentation, digital marketing, and analytics.
- Strong media relations skills and experience handling press and PR.
- Demonstrated success in developing and delivering multi-channel marketing campaigns.
- Experience and confidence in negotiating deals with third parties.
- Experience in managing budgets.
- Highly organised, efficient and collaborative approach to working as part of a team.
- Computer literacy including knowledge of Word, Excel and Outlook is essential.
- Strong ability to problem solve and work under pressure.
- A high degree of attention to detail.
- A flexible approach to working hours.
- A proven interest and commitment to working in theatre.
- Excellent communication and computing skills.

Personal specification (desirable)

- A genuine passion for the performing arts and audience engagement.
- Experience in using Facebook for Business, Google Display Network and Google Analytics.
- Experience of basic image and video editing.
- Experience in using Adobe Photoshop/InDesign or similar.
- An understanding of ticketing strategies and agencies.

Contractual information:

- Initially a six-month fixed term contract which maybe extendable thereafter on a rolling basis, subject to an initial three-month probationary period.
- Salary range £40,000 - £50,000 depending on experience.
- Working hours of Monday to Friday, 10:00am to 6:00pm, but out of hours work will be expected as necessary.
- The job description included is not exhaustive and may be amended from time to time.
- 20 days' holiday during each holiday year, pro-rata to the length of the engagement in addition to all Bank and Public Holidays.
- This position is required to work from the office full time.