



MARKETING COORDINATOR

POSTED Tuesday 31st March 2026
APPLICATIONS BY Tuesday 14th April 2026

ROYO is seeking a highly organised **Marketing Coordinator** to join its busy production office, supporting campaigns across a dynamic slate of touring and West End productions. This is a fast-paced, collaborative role suited to someone who thrives on delivering high-quality campaigns across multiple productions.

Recent and current productions include: *Kinky Boots The Musical*, *Legally Blonde The Musical*, *13 Going On 30*, *Here and Now: The Steps Musical*, *Bank of Dave: The Musical*, *NOW That's What I Call A Musical*, *Police Cops The Musical*, *Johannes Radebe: House of JoJo*, *Fisherman's Friends: The Musical*, *Disney's Winnie the Pooh*, *The Cher Show & The Osmonds: A New Musical*.

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.

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 14.04.26.

MARKETING COORDINATOR

The Marketing Coordinator will work under the Head of Marketing, supporting the strategic planning, organisation and administration of the marketing of ROYO and ROYO Group.

Responsibilities will include:

- Liaising and coordinating with external marketing agencies on each production to ensure the smooth running, planning and execution of marketing campaigns.
- Coordinating timelines for the announcement and marketing of productions, including putting new productions on sale.
- Planning campaigns as required for productions on a national and local level.
- Project managing promotional events, performances and press nights.
- Preparing and presenting reports on sales performance, campaign activity and audience engagement.
- 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.

- 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 supply of assets to external parties.
- Liaising with venues directly as required in all matters relating to the sales and marketing of each production.
- Developing and planning new marketing ideas for productions.

Personal specification (essential)

- A minimum of 3 years working within the marketing department of a marketing agency, venue or production office.
- Experience with touring theatre marketing and commercial deals.
- 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.
- Experience in using Facebook Business Manager and Google Analytics.
- Experience of basic image and video editing.
- An understanding of ticketing strategies and agencies.

Contractual information:

- Initially a six-month fixed term contract which may be extendable thereafter on a rolling basis, subject to an initial three-month probationary period.
- Competitive salary, dependent 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.

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