



<b>Job Title:</b>	Head of Marketing and Communications
<b>Organisation:</b>	Association of British Theatre Technicians (ABTT)
<b>Location:</b>	Home/remote working, with in-person events and meetings in central London and occasionally elsewhere in the UK.
<b>Reports to:</b>	CEO
<b>Manages:</b>	Social Media Administrator and Graphic Designer (part-time freelancers)
<b>Hours:</b>	40 hours per week. Usual office hours are 10am-6pm Monday to Friday. We are open for discussions around flexible working
<b>Salary:</b>	£45k - £50k (dependent on experience)
<b>Contract type:</b>	18-month fixed-term contract

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## About the Organisation

The Association of British Theatre Technicians is the UK's leading membership body for theatre and live event technical professionals. We support our members through training, publications, events and advocacy, and we work to uphold standards across the sector.

From students and early-career technicians to experienced practitioners, suppliers and industry supporters, our community represents the breadth of technical expertise that underpins theatre and live performance. Through our work, we aim to strengthen the profession, champion good practice and ensure the continued development of skills across the industry.

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## Role Purpose

The Head of Marketing and Communications is a new role at the ABTT, coming in at an exciting and pivotal time for the organisation. It is the first time the ABTT will have a full-time dedicated marketing and communications provision, which will play a central role in shaping and promoting the work of the organisation and growing our impact.

This is a hands-on role with strategic vision. You will plan and deliver marketing campaigns that grow and retain membership, increase engagement with training and



publications, and strengthen the ABTT's profile across the theatre and live events industry.

Working closely with the CEO and colleagues across events, training and membership, you will ensure that our communications are clear, consistent and reflective of the authority and professionalism of the Association.

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## **Key Responsibilities**

### **Marketing and Campaign Delivery**

- Plan and deliver integrated marketing campaigns to promote membership, training, publications and events.
- Develop targeted communications for different audience groups within the sector.
- Produce and coordinate digital and print materials including mailers, brochures and event collateral.
- Monitor and evaluate campaign performance and use insight to refine and improve activity.
- Line manage and collaborate with the Social Media Administrator to ensure coordinated and effective content output.

### **Communications and Content**

- Write and edit press releases, website content, newsletters and member communications.
- Maintain a clear and consistent tone of voice across all platforms.
- Keep website content accurate and up to date in collaboration with colleagues.
- Ensure timely communication around events, deadlines, training opportunities and industry updates.

### **Brand and Visual Identity**

- Work with the freelance graphic designer to create on-brand graphics and layouts for digital and print use, including social media assets, presentations and event materials.
- Maintain and develop ABTT's visual identity, ensuring consistency across outputs.
- Support colleagues with branded templates and accessible design standards.



## **Membership and Industry Engagement**

- Support initiatives that grow and diversify membership, including outreach to early-career professionals and underrepresented communities.
- Help communicate the value of ABTT membership to encourage retention.
- Contribute to engagement with the Industry Supporters Group (commercial organisations who support and contribute to the work of the ABTT) and wider stakeholders.

## **Partnerships and Profile**

- Assist in the development of sponsorship proposals and partnership materials.
- Support the promotion and delivery of partner benefits in collaboration with the Events team.
- Contribute to positioning ABTT as a trusted and authoritative voice within the sector.

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## **Person Specification**

### **Essential**

- Experience in managing or leading a marketing and communications function, ideally within the arts, culture, live events or not-for-profit sector.
- Strong writing, editing and proofreading skills.
- Experience producing marketing materials using tools such as Adobe Creative Suite or Canva.
- Experience using website and CRM systems, email marketing platforms and analytics tools.
- Familiarity with content management systems such as Wix.
- Ability to manage multiple projects and deadlines with care and attention to detail.
- Confident communicator with strong interpersonal skills.
- Experience maintaining brand consistency across channels.
- An interest in theatre, live performance and the professionals who make it happen.
- Appetite to embrace AI from a delivery and productivity perspective.
- Demonstrable commitment to EDI.

### **Desirable**

- Knowledge of the UK theatre and live events landscape.
- Experience supporting sponsorship or partnership activity.



- Skills in video editing or multimedia content creation.
  - Experience of managing a small pool of freelancers.
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## **Why Join ABTT**

- Be part of a respected organisation with a long-standing reputation in the sector.
- Contribute to work that supports technical excellence and professional development.
- Work with a committed and knowledgeable team in a role where your ideas and initiative are welcomed.
- Our values underpin all our activities and guide us in the way we meet our aims and objectives. These are: Promoting equality, diversity and inclusion, enabling excellence, acknowledging achievement, representing all, and combating climate emergency.