



INFORMATION FOR APPLICANTS: MARKETING OFFICER – WELSH LANGUAGE ESSENTIAL

November 2025

Dear Applicant

Please find attached an application pack for the position of Marketing Officer at Sherman Theatre. Many thanks for your interest in this role.

This is an exciting time to join Sherman Theatre, attendances are thriving and our Made at Sherman productions are resonating across a wide range of audiences. The Marketing Officer is a pivotal role at Sherman Theatre and right at the heart of our efforts to connect with existing and new audiences and to generate increased income.

This is an exciting and challenging role within the organisation, central to helping us to deliver on our ambition to create excellent theatre and deliver a great visitor experience that excites audiences in Cardiff and beyond. The successful applicant will be joining a small but uniquely dynamic and high achieving team.

The Marketing Officer at Sherman Theatre will work close to the creative process which is a hugely rewarding and enjoyable experience. This role will be suited to those who are excited by these prospects.

At Sherman Theatre, we imagine a world made more equitable, more compassionate, more unified by the power of theatre. We are driven to achieve this vision every day. We do this by creating and curating shared live theatre experiences that inspire people from all backgrounds across South Wales to make a better world, in their own way. We believe that access to creativity and self-expression is a right and we constantly strive to ensure everyone has the opportunity to be enriched by the art of theatre.

Our focus on the development and production of new writing and on nurturing Welsh and Wales-based artists makes us the engine room of Welsh theatre. We tell Welsh stories with global resonance through our Made at Sherman productions, created under our roof right here in the heart of Cardiff. We're a place for everyone, generating opportunities for the citizens of South Wales to connect with theatre through inspiring and visionary engagement.

Over recent years we have gone from strength to strength with national awards recognition, critical acclaim for our work and increasing audiences..

In the past year our productions which have been met by audience and critical acclaim have seen attendances at Sherman Theatre exceed pre-pandemic levels. Engaging with our audiences and our communities remains at the heart of everything we do and this role is crucial to ensuring that the organisation runs as smoothly as possible to enable that.



We want Sherman Theatre to be accessible to all and so it's hugely important to us that our team at the theatre reflects the communities we serve across the city and beyond. We are a member of the Disability Confident scheme and particularly welcome applicants from diverse ethnic communities and Deaf and disabled communities who are currently underrepresented within our team.

To apply for the post, please download the application form, cover sheet and equality diversity & inclusion form our website: www.shermantheatre.co.uk/jobs and send them to us at recruitment@shermantheatre.co.uk. Please note that, in line with our environmental policy, we are only handling applications electronically. The closing date is **10am on Wednesday 10 December 2025**. We'll confirm receipt of your application by email.

Interviews will be held on **Wednesday 17 December 2025**. Please let us know, on the application cover sheet, whether you would be available for interview on that date so that we can be aware, in plenty of time, if we may need to make alternative arrangements for any short-listed candidates. The starting date for this role will be no later than Monday 2 February 2026.

If you need more information or support before you apply, please contact us at recruitment@shermantheatre.co.uk

Thank you for your time in respect of this application – and we really do look forward to hearing from you, and exploring how your skills, experiences and passion will make a real difference to our work.

Good luck with your application

Yours faithfully

Julia Barry
Chief Executive
Sherman Theatre

JOB DESCRIPTION: MARKETING OFFICER

Sherman Theatre wishes to appoint a Marketing Officer to join its dynamic and high performing Audiences and Communications team. The Marketing Officer will support Sherman Theatre's work to connect with audiences across south Wales and beyond and generate income.

Rate of Pay:	£26,037 per annum
Term:	The post is offered as a full time, permanent position, subject to successful completion of a 6 month probationary period
Hours:	39 hours per week to include some evening and weekend work. TOIL will be applicable for any hours worked over 39 per week
Holidays:	22 days per year, plus the 8 recognised bank/public holidays, with days accruing for length of service up to a maximum of 27 days plus bank/public holidays.
Period of Notice:	1 month with additional weeks accruing for length of service (The notice period during the probationary period is 1 week.)
Pension:	Sherman Theatre operates a qualifying workplace pension scheme.
Right to work:	The successful applicant will be required to provide documentation under the Immigration, Asylum and Nationality Act 2006.
References:	Offers of employment are subject to the receipt of references that are satisfactory to Sherman Theatre.
Start date:	The post is available immediately.

Non-Contractual Benefits

We encourage all staff to see as many shows as possible and to be involved at all stages of the production process for Sherman Theatre productions. Every staff member is invited to attend Press Night for Sherman Theatre productions, along with complimentary tickets to most shows.

We also offer a staff discount in the Café Bar to all staff members.

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Main purpose of role:

To contribute to the development of all Sherman Theatre marketing and communications, with particular responsibility for implementing marketing activity, ensuring that the theatre's website is continually up to date and implementing all social media activity.

Reports to:

Head of Audiences & Communications

Key relationships

Head of Audiences & Communications, Box Office and Audience Insight Manager, Box Office team, Front of House team, Artistic Director, Chief Executive, Head of Finance and Admin, Creative Engagement team and Head of Fundraising and Development

RESPONSIBILITIES AND DUTIES:

1. Bilingual role

- To write compelling marketing copy confidently in both Welsh and English (including social media posts, emails and website copy)
- To uphold the bilingual policy of the organisation
- To plan and manage campaigns for visiting company Welsh language and bilingual productions and to support the planning and management of Welsh language and bilingual Sherman Theatre productions
- To source translation from translation agencies, freelancers and other colleagues, deciding which translator is most appropriate for that job
- To proof read Welsh language copy returned from translation agencies, freelancers and other colleagues
- To liaise with the Welsh language press

2. Campaign Management Implementation

- To plan and implement campaigns for selected visiting company productions. To ensure campaign planning is rooted in an understanding of existing and potential audiences and is evidence based.
- To support the implementation of campaign activity across all campaigns including social media and digital marketing, distribution, direct mail, advertising and outdoor campaigns as directed by the Head of Audiences & Communications
- To ensure activity is actioned on time and to budget

3. Social Media

- To generate, deliver and monitor Sherman Theatre's social media activity across all of its channels to achieve the organisation's strategic goals.

- To produce short form video content and graphics for social media
- To further develop Sherman Theatre's use of social media to engage audiences
- To be part of the weekly and weekend rota for social media cover

4. Website Support

- To support ensuring that Sherman Theatre's website is a compelling audience and brand communication tool which is constantly up to date with the latest information
- To support the delivery of the editorial and content plan for the website
- To stand in as required as day to day contact with Sherman Theatre's web agency

5. Other Duties

- To support the Head of Fundraising and Developments communications output
- To manage front of house display in Sherman Theatre's foyer including digital marketing display screens
- To contribute to the delivery of Sherman Theatre's Marketing strategy
- To proof read copy
- To be an active team player and attend meetings as necessary
- To assist with guest, media and PR events and be present at all Sherman Theatre Press Nights
- To input into season campaign planning
- To undertake audience development work as necessary
- To be responsible for the marketing contribution to the show archive
- To work with the Head of Audiences & Communications on brand compliance
- To be part of the weekly and weekend rota for social media cover
- Liaising with the Box Office team
- To manage the Student Rep scheme
- To raise all purchase orders for the Marketing team
- The Marketing Officer will plan, manage and implement at least one campaign for a show each season with the support of the Head of Audiences & Communications

It is a duty to abide by the current Equal Opportunities Statement and other Policy statements as detailed in the Staff Handbook.

Note: You are employed as Marketing Officer. However you may be asked to perform other duties at the same grade and remuneration package and to the same total hours of work. You will be given four weeks' notice of any proposed changes in duties.

The job description and as such may be subject to changes made by your Line Manager, or may be part of discussion at either your annual Appraisal, or other appropriate meeting depending on the urgency of the discussion required.

PERSON SPECIFICATION: MARKETING OFFICER -WELSH LANGUAGE ESSENTIAL

ESSENTIAL

- *The ability to speak, read and write Welsh*
- *The ability to write engaging marketing copy in both Welsh and English*
- *Experience of working in a marketing role, ideally at least a year of experience*
- *A genuine passion for communicating with audiences about the arts*
- *An ability to use social media to effectively communicate with audiences*
- *Able to work well as part of a team*
- *A confident communicator with the ability to use multiple channels or means to communicate important messages*
- *Excellent organisational skills with the ability to work on many projects concurrently, manage deadlines and plan and prioritise own work and the work of others*
- *Excellent verbal, written, presentational and advocacy skills*
- *Demonstrable thoroughness and attention to detail, ensuring that one's own and others' work and information are complete and accurate*
- *The ability to anticipate the implications and consequences of situations and to take appropriate action to be prepared for possible contingencies*
- *Numerate*
- *IT literate with proven administration skills*
- *A commitment to achieving highest standards in accessibility*
- *Strong interpersonal skills, combined with enthusiasm and energy*
- *Able to focus whilst working in a busy environment*
- *Uses own initiative and identifies what needs to be done and does it before being asked or the situation requires it*

DESIRABLE

- *A passion for the arts or an interest in drama, particularly new writing*
- *Experience of creating compelling social media content*
- *Experience of working and thriving in a challenging but rewarding target led environment*
- *Knowledge of the Spektrix Box Office system*
- *Experience of using Photoshop*
- *Full driving license*
- *Knowledge of the cultural landscape of Cardiff and its audiences*