



Marketing Co-ordinator



**Help shape the
story of
Southwold Arts
Centre - make
every moment
resonate**

JOIN OUR TEAM



Marketing Co-ordinator

The Marketing Coordinator supports the planning, creation and delivery of marketing campaigns that promote performances, events, and activities of Southwold Arts Centre. This role will work closely with the General Manager to help ensure that productions reach the widest possible audience through co-ordinated marketing activity across digital platforms.

The role will play an important operational role in driving ticket sales, strengthening audience relationships, and maintaining the organisation's visual brand and public profile.

The ideal candidate will demonstrate experience in marketing and communications, and an interest in the arts and culture sector.

Experience in copywriting, graphic design, social media campaigns and theatre production are all advantageous. We welcome candidates who already have connection to East Anglia and East Suffolk.

This is an opportunity to join a growing venue looking ahead to a new direction of programming and expanding into a more innovative and multimedia approach to marketing.





Job Title: Marketing Co-ordinator

Location: Southwold, Suffolk.

This is a primarily an in-person role including some evening work with some WFH flexibility.

Reports to: General Manager.

Job Type: Fixed Term, part time - one day per week.

Salary: £28,000 pro rata.

RESPONSIBILITIES

Campaign Coordination

- Assist in the planning and delivery of marketing campaigns for productions, visiting companies, exhibitions, festivals, and community events, liaising with show producers.
- Work closely with the General Manager to ensure campaigns align with sales targets and are delivered on schedule.
- Budget for specific campaigns, using an analytical approach to calculate the benefits of investment in certain marketing tools.

Digital Marketing

- Create, schedule and publish social media content across platforms (e.g. Instagram, Facebook, X, TikTok), working with the General Manager to ensure a consistent and frequent presence online.
- Work closely with the General Manager to maintain the recognisable visual brand, streamlining the output of posters and graphics to prioritise consistency and quality.
- Co-ordinate and schedule marketing campaigns online, using apps like Metricool to visualise and track the impact of content.

Audience Development

- Support initiatives aimed at growing audiences, including community partnerships, outreach programmes, and targeted marketing.
- Help develop targeted campaigns for specific audiences, increasing the centre's appeal as a cultural hub for visitors beyond East Suffolk.

Content Creation

- Gather and produce marketing content including co-ordinating photography, video, rehearsal insights, and artist interviews.
- Liaising with the visiting companies on content creation and distribution, understanding the somewhat remote nature of the producer-venue relationship and working around that to create meaningful and engaging content.

PERSON SPECIFICATION



Essential

- Experience working in marketing, communications, or arts promotion with the ability to manage multiple campaigns simultaneously.
- Excellent written communication and copywriting skills.
- Excellent knowledge of social media and digital marketing platforms.
- Skilled in use of content creation platforms and applications, such as Canva, Adobe, CapCut, Edits, Metricool.
- Interest in theatre, arts, and cultural programming.

Desirable

- Experience working in a theatre, arts centre, or cultural organisation, in a marketing or social media capacity.
- Graphic design skills, for a variety of different platforms.
- Experienced in creatively collaborating with external producers.
- An understanding of the East Suffolk audience, both resident and visiting.
- Experience marketing a wide range of types of event, including theatre, film, music, community events, academic talks and festivals.

Benefits

Workplace Contributory Pension Scheme (3% employer, 5% employee)

20 days' holiday plus bank holidays pro rata

Supportive, creative, and passionate team environment

Opportunity to help shape the future of a renowned arts venue

How to apply:

Send a CV and a covering letter of no more than one page to
sac.recruitment@icloud.com

The deadline for applications is 6pm on 21st October.