

RECRUITMENT PACK

Head of Marketing
August 2026



HOME

WELCOME

Thank you for your interest in the role of Head of Marketing at HOME.

HOME is Greater Manchester's vibrant cross art form centre. We commission, create and present contemporary theatre, visual art and film and provide a space for experimentation where art forms meet and interconnect.

HOME first opened its doors in May 2015: a new, £25m multi-art form venue for Manchester, operated by Greater Manchester Arts Centre (GMAC). Since opening, we have welcomed over 4 million visitors and contributed over £101 million to the Greater Manchester economy.

We became one of the few UK organisations to produce new work across theatre, visual art and cinema, achieving local, national and international artistic recognition.

Our programme is presented across:

- Five state-of-the-art cinemas, presenting one of the UK's most celebrated programmes of independent film
- Two theatres – c.500 seat proscenium arch, T1; and c.130 seat flexible studio theatre, T2 – presenting Home-produced productions
- 500m² contemporary visual art space
- Digital platforms
- Talent development and engagement spaces
- In youth and education settings and within communities across Manchester

HOME also relies on trading and secondary income to support the charity, including two bars, a restaurant, event spaces and retail space.

If you require a large print version of this recruitment pack, or any reasonable adjustments to apply for this position, please contact recruitment@homemcr.org.





Equality at HOME

HOME is an inclusive employer, and we are committed to championing anti-racism, equality and diversity through the way we work, and the work we make and present.

We want our workforce to reflect the diverse communities of Greater Manchester and we welcome candidates from all backgrounds. We actively encourage and support applications from groups who are currently underrepresented across the arts sector, including members of the Global Majority, d/Deaf and disabled applicants and individuals from lower socio-economic backgrounds.

HOME is a Disability Confident Employer, and a Supporter of the Greater Manchester Good Employment Charter.



THE ROLE

This role sits within HOME's Marketing and Communications Team, led by the Director of Audiences. The team works to put audiences at the heart of everything HOME does, building meaningful connections with visitors, participants, artists, partners and communities.

The Marketing and Communications Team is responsible for building, developing and retaining audiences, visitors and participants across HOME's cross-arts programme, while clearly articulating HOME's mission, vision and impact to audiences, partners and stakeholders. The team plays a key role in achieving visitor and income targets, supporting audience development, and ensuring HOME's audiences are diverse, inclusive and reflective of the city.

This is a strategic and creative role for an experienced marketing professional who thrives on collaboration, strong storytelling and campaign delivery. This role will lead the development and delivery of high-impact marketing campaigns that promote HOME's programme, grow audience engagement and support organisational priorities.

With a particular focus on out-of-home advertising, PR, messaging and audience-facing communications, the role will work closely with internal teams, external partners, artists, producers, media agencies and press contacts. The role will work in close partnership with the Head of Digital to ensure campaigns are insight-led, audience-focused and cohesive across all platforms.

The role also has line management responsibility for the Marketing Campaign Officer and Audience Data and Ticketing Manager and sits on the Wider Leadership Team.

KEY INFORMATION

Salary	£40,000 per annum
Contract	Permanent, full time
Hours of work	40 hours, including 1 hour lunch breaks Exact hours of work as required by the job, working evenings and weekends as appropriate. Overtime payments will not be made, however time off in lieu will be available to cover additional hours worked with your Line Manager's agreement.
Place of work	HOME's offices are at 2 Tony Wilson Place, M15 4FN
Holidays	25 days per annum plus bank holidays
Pension	GMAC Ltd operates a company pension scheme with a 3% company contribution, available to all staff
Other benefits	Discounted cinema and theatre tickets Employee Assistance Programme Option to purchase additional holidays Birthday day off Access to training and professional development Cycle to work and Tech scheme to those who are eligible after probation
Probationary period	6 months
Notice period	3 months

JOB DESCRIPTION

Purpose

As Head of Marketing, you will lead HOME's campaign strategy, shaping and delivering bold, audience-focused marketing that builds visibility, drives attendance and reflects our ambition. With a particular focus on out-of-home media, public profile and audience engagement, you will lead external promotional efforts, manage creative suppliers, and forge productive partnerships with visiting companies, PR teams and media planners.

This role works in close collaboration with the Head of Digital, with the Head of Marketing leading on messaging, campaign strategy, external promotion and out-of-home advertising, while the Head of Digital leads on digital platform management, paid media and performance insight. Together, the roles ensure HOME's campaigns are cohesive, impactful and audience focused.

You'll support and line manage the Marketing Campaign & Communications Officer to deliver powerful, inclusive campaigns that put audiences at the heart of everything we do whilst also line managing the Audience Data & Ticketing Manager ensuring campaigns and decisions are built around audience insight and behaviour.

Team	Marketing and Communications
Reports to	Director of Audiences
Responsible for	3 People

Main Duties

- Lead the development and delivery of integrated marketing campaigns across HOME's full artistic, engagement and membership programme, working collaboratively with internal teams and external partners.
- Collaborate with the Head of Digital to plan and deliver integrated campaigns, ensuring messaging is consistent across digital and physical channels and guided by audience insight.
- Lead the development of campaign messaging and positioning, ensuring clear, consistent and compelling communications tailored to HOME's target audiences across different artforms and initiatives.
- Partner with the Head of Digital to design and deliver multi-channel marketing campaigns across HOME's entire programme, ensuring they meet or exceed income targets and contribute to audience growth.

- Work closely with the Head of Digital to apply audience insights and segmentation in campaign planning and creative delivery.
- Lead HOME's media buying. Plan and manage out-of-home advertising strategies, ensuring creative alignment, timely delivery, precise targeting and budget control.
- Be the lead for HOME Communications, Manage HOME's relationships with PR agencies and build successful relationships with media partners and influencers.
- Manage freelance marketers and designers – briefing, negotiating and overseeing delivery.
- Collaborate with visiting companies, artists, producers, funders and distributors to maximise shared marketing opportunities and ensure strong promotional presence.
- Support brand consistency and audience messaging across all public-facing marketing activities.
- Collaborate with the Head of Digital and Director of Audiences to shape and deliver HOME's audience development strategy, ensuring all marketing activity supports the organisation's goals around reach, representation and engagement.
- Collaborate with the Head of Digital and Audience Data & Ticketing Manager to ensure audience and marketing data is gathered, analysed and reported in line with the requirements of funders, partners and internal reporting needs.
- Analyse campaign performance using audience data and insights supplied by the Digital and Data teams and produce reports that demonstrate impact and support continuous improvement.
- Liaise with the Customer Services team to ensure audience communications, ticket information and campaign messaging are delivered consistently across touch points.
- Line manage the Marketing Campaign Officer and Audience Data & Ticketing Manager supporting campaign delivery and departmental coordination.
- Contribute to the planning and management of the marketing budget, while ensuring effective allocation across campaigns, advertising, PR and external suppliers, and working with the Head of Digital to coordinate spending across the wider marketing function.
- Work with Development, Hires and Visitor Experience teams to support marketing for fundraising, memberships, venue hires and other earned income streams.

- Deputise for other members of the department as required.
- Implement GMAC policies, particularly those around diversity, environmental sustainability and access.
- Work evenings and weekends as appropriate.
- Undertake national & international travel as required.

Additional Duties

- Perform all tasks in line with HOME's commitment to providing the widest employee access
- Take part in working groups & training sessions as required
- Be an advocate and ambassador for HOME
- Uphold and follow values and GMAC policies, particularly those around diversity, environmental sustainability, positive work environment and sexual harassment, access, safeguarding, H&S & GDPR
- Keep up to date with financial, administrative and operational best practice
- Carry out additional duties as deemed appropriate by the Director of Audience and/or CEO
- Work evenings and weekends as appropriate
- Undertake national and international travel as required

This is not an exhaustive list of duties and HOME's management may, at any time, allocate other duties which are of a similar nature or level.

PERSON SPECIFICATION

Criteria	Essential	Desirable
Experience	• Significant experience of developing and delivering integrated marketing campaigns across multiple channels, including digital, print, out-of-home, PR and audience communications. • Experience of managing marketing campaigns for arts, cultural, entertainment, visitor attractions or public-facing organisations. • Experience of developing clear campaign messaging and audience-facing communications for different audiences, artforms, projects or initiatives. • Experience of working collaboratively with internal teams, external partners, artists, producers, agencies, freelancers or media partners. • Experience of managing out-of-home advertising, media buying or paid promotional activity, including planning, targeting, delivery and budget control. • Experience of working with PR agencies, press contacts, media partners or influencers to secure coverage and raise public profile. • Experience of using audience insight, segmentation or campaign performance data to inform marketing activity and improve results. • Experience of managing budgets, allocating spending across campaigns and monitoring the effectiveness of marketing investment.	• Experience of working with funders, distributors, sponsors or commercial partners. • Experience of supporting organisational reporting, including campaign evaluation, audience data reporting or funder reporting.

	• Experience of line managing staff, supporting team development, coordinating workloads and ensuring effective campaign delivery. • Experience of contributing to audience development, income generation, visitor growth or membership growth through marketing activity.	
Skills and Knowledge	• Strong understanding of integrated marketing campaign planning, including how to connect messaging, creative, media, PR, digital and audience communications. • Excellent written communication skills, with the ability to create clear, compelling and audience-focused messaging. • Strong knowledge of audience development, audience segmentation and how marketing can support reach, representation, engagement and income. • Ability to interpret campaign data, audience insight and performance reports, and use them to inform future activity. • Strong project management skills, with the ability to manage multiple campaigns, deadlines, partners and priorities at the same time. • Excellent relationship management skills, with the ability to work confidently with internal teams, external agencies, freelancers, artists, producers, partners and stakeholders. • Good understanding of brand consistency and how to maintain a clear organisational voice across different channels and touchpoints. • Strong budget management skills, including planning, monitoring spend and ensuring value for money. • Confident people management skills, with the ability to support, motivate and develop	• Knowledge of the arts, culture, cinema, theatre or creative industries. • Understanding of ticketing, customer journeys, membership marketing or visitor experience. • Knowledge of current trends in audience behaviour, media consumption and cultural marketing. • Understanding of public funding requirements and the role of data, evaluation and reporting in demonstrating impact.

	direct reports. • Understanding of the importance of access, inclusion, diversity and environmental sustainability in public-facing communications. • Ability to work strategically while remaining closely connected to campaign delivery and practical implementation. • Strong organisational skills, attention to detail and ability to work calmly under pressure.	
Other requirements	• Strategic thinker with the ability to lead vision as well as delivery. • Positive, proactive approach to work and a good team player. • Ability to proactively work both as part of a team and independently. • Flexibility and ability to work evenings and weekends as required. • Able to handle sensitive information with confidentiality.	

HOW TO APPLY

The deadline for applications is Monday 7 September 2026 10am

Please note We review applications and reserve the right to close an advert early if we identify suitable candidates. To avoid disappointment, submit your application as soon as possible. If successful for the role following interview start date will be subject to our pre-employment checks which include receiving satisfactory employment references & right to work in the UK.

Application format: submit by email an up-to-date CV together with a supporting statement of no more than 2 A4 pages. Alternatively, this can be provided as a short video/audio response no more than 10 minutes in length. Please ensure you provide examples of how you meet the essential criteria within the Person Specification and the main responsibilities for this role in your supporting statement. **All documents submitted as part of the application must be in .pdf, .doc, or .docx format.**

Please email your CV and supporting statement to recruitment@homemcr.org and complete the link here to the [Equal Opportunities Form](#). Please add the **job reference number 470282** in the subject line.

We will interview candidates who meet the essential criteria in the person specification. Support is available at every stage of the process please email recruitment@homemcr.org if you have any questions related to support requirements.

Interviews will take place in person in the week commencing Monday 14 September 2026.

HOME strives to be an equal opportunity employer, committed to diversity and inclusion in the workplace.

Please note Due to the high volume of applications we are unable to respond to all applicants individually. If you have not heard from us before the interview date, unfortunately, you have not been shortlisted on this occasion. Regrettably, we are unable to provide feedback at the application stage for those not selected for interview.

Thank you for your interest in this post.



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