

RECRUITMENT PACK

Marketing Content Internship
January 2027



HOME

WELCOME

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

HOME is Manchester's beating heart for theatre, film and art. It's an everyday escape, a space which invites everyone in for conversation, creativity, culture and connection. At HOME, you can discover new dimensions, old favorites and everlasting stories.

HOME is Manchester's premier arts centre and a registered charity, welcoming over 7 million visitors since opening. HOME features two theatres, five cinemas, an art gallery, and a popular restaurant. HOME collaborates with artists from both the UK and around the world to produce and present exceptional visual art, cinema, and theatre experiences. Placing a strong focus on UK theatre, international works, new commissions, and artist development, HOME is deeply rooted in the community, pushing creative boundaries, embracing experimentation, and sharing bold, exciting art with as wide an audience as possible. Our patrons include director Danny Boyle, actress Suranne Jones, playwright and poet Jackie Kay CBE, and artist Rosa Barba.

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

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
- Individuals from lower socio-economic backgrounds
- Deaf, disabled and/or neurodiverse applicants
- People from the LGBTQIA+ community

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



KEY INFORMATION

Salary	Real Living Wage £13.45 Per Hour
Contract	Fixed Term 12 weeks 144 hours over 12 weeks – start date w/c 4 th January 2027
Hours of work	[Wednesday & Thursday, some evening work may be required]– 6-hour days, times vary as per schedule
Dates to be available	[Wednesday & Thursday, some evening work may be required]– Start: Wed 6 th Jan, end: 29 th March
Holidays	25 days pro rata
Other benefits	Discounted cinema tickets Discounted theatre tickets Employee Assistance Programme Discounts in the HOME restaurant
Probationary period	4 weeks
Notice period	2 weeks

JOB DESCRIPTION

Purpose

To support HOME's Marketing and Communications team in creating engaging written content for our website and digital channels, helping us tell the story of HOME, our programme, the people we work with and our wider community and engagement activities.

The role will focus primarily on researching, sourcing and writing news stories, blogs, articles and other editorial content that showcases the breadth of HOME's work across theatre, film, visual art and creative engagement.

This is an opportunity to develop practical skills in content creation, digital marketing and communications within a busy arts and cultural organisation, while gaining experience of working as part of a creative marketing team.

Main duties

- Support the creation of engaging written content for HOME's website, including news stories, blogs, interviews and articles.
- Research and identify interesting stories from across HOME's programme, projects, activities and the people involved.
- Work with colleagues across HOME to gather information, conduct interviews and develop ideas for new content.
- Help tell the stories behind HOME's creative engagement, community and artist development programmes, highlighting their impact and the people involved.
- Draft, edit and proofread content, ensuring it is clear, accessible and consistent with HOME's tone of voice.
- Support the marketing team in keeping website content relevant, engaging and up to date.
- Work with the Digital Marketing team to develop ideas for social media content and, where appropriate, assist with filming, photography and short-form video.
- Attend selected HOME events and activities to gather stories, capture content and develop an understanding of our work.
- Contribute creative ideas to team discussions and support other marketing and communications activities where required.

More Details

- HOME requests flexibility for the individual to work evenings and weekends (with advance notice) in line with the delivery of these events (HOME is mindful of any responsibilities outside of work and will aim to provide 2 weeks' notice where

possible to allow provisions to be made). If you are required to work evenings/weekends this will be included in your hours and swapped for a scheduled day.

This internship offers hands-on experience of working within a professional marketing team at one of Manchester's leading arts and cultural organisations.

The successful candidate will work alongside experienced marketing and digital colleagues, receiving guidance and support to develop their confidence, skills and understanding of content creation.

The role is primarily focused on written storytelling, so an interest in writing, journalism, communications or creative content is particularly welcome. There may also be opportunities to gain experience in social media, video production and other areas of digital marketing.

We don't expect applicants to have previous professional marketing experience. We're looking for someone who is enthusiastic, curious, keen to learn and interested in helping us share the stories of HOME and the communities we work with.

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 duties as deemed appropriate by the Head of department
- Work evenings and weekends if 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

Essential skills & experience

	Essential	Desirable
Attitude	• An enthusiastic, curious and creative approach to learning and developing new skills. • An interest in arts, culture, storytelling and the work of HOME. • A willingness to contribute ideas, ask questions and take on new challenges. • A positive and collaborative approach to working with others. • An interest in sharing stories that reflect a diverse range of people, perspectives and experiences.	• An interest in developing a career in marketing, communications, journalism or the creative industries. • Enthusiasm for discovering new ways of sharing stories and engaging audiences.
Experience	• An interest in writing, storytelling, journalism, marketing or communications, developed through education, hobbies, volunteering or personal projects. • Some experience of creating written content, whether through school or college work, blogs, social media or other creative activities.	• Experience of writing blogs, articles, interviews, reviews or other editorial content. • Experience of creating content for websites, social media or personal projects. • Some involvement in arts, cultural, community or creative activities.

	No previous professional marketing experience is required.	
Practical Skills	- Good written communication skills and an ability to communicate ideas clearly. - A good understanding of spelling, grammar and attention to detail. - Basic confidence using computers and digital tools. - An ability to research information and turn it into engaging written content. - Good organisational skills and a willingness to manage tasks with support and guidance. - An ability to work both independently and as part of a team.	- Familiarity with social media platforms such as Instagram, TikTok or Facebook. - An interest in photography, filming or video editing. - Some experience of using content creation or design tools, such as Canva or CapCut. - An awareness of how websites and social media can be used to engage different audiences.

HOW TO APPLY

The **deadline** to apply is **Friday 13th November at 5pm.**

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 1 A4 page. Alternatively, this can be provided as a short video/audio response no more than 5 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 **396991** 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 on **Wednesday 2nd December 2026.**

Interview questions will be shared in advance to allow you time to prepare. **Conditional offer subject to onboarding checks** will be made by **Thursday 10th December 2026.** The **start date** for the position will be **Wednesday 6th January 2027.** This will allow time for us to collect references, right to work documents.

Support is available at every stage of the process please email recruitment@homemcr.org if you have any questions related to support requirements.

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.



FUNDED BY



FOUNDING SUPPORTERS



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