

RECRUITMENT PACK

Email Campaign Officer – Full Time
August 2025



HOME

WELCOME

Thank you for your interest in the role of Email Campaign Officer 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 favourites 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.

OUR VISION & MISSION

WHAT WE'RE HERE FOR

We're an open and social space for the curious from all of our communities, future artists and producers of work that is provocative, playful and contemporary, of Manchester and the world.

WHERE WE WANT TO BE

We want to be central to making Manchester a major city celebrated for its distinctive art – art that enriches the lives and life chances of its people – and a magnet for artists and creatives from all over the UK.

WHAT MAKES US TICK

● We are conscientious

● We are considerate

● We are collaborative

● We are creative

● We are curious

STRATEGIC OBJECTIVES

We're here to share exciting, entertaining and thought-provoking stories with the people of our city and beyond

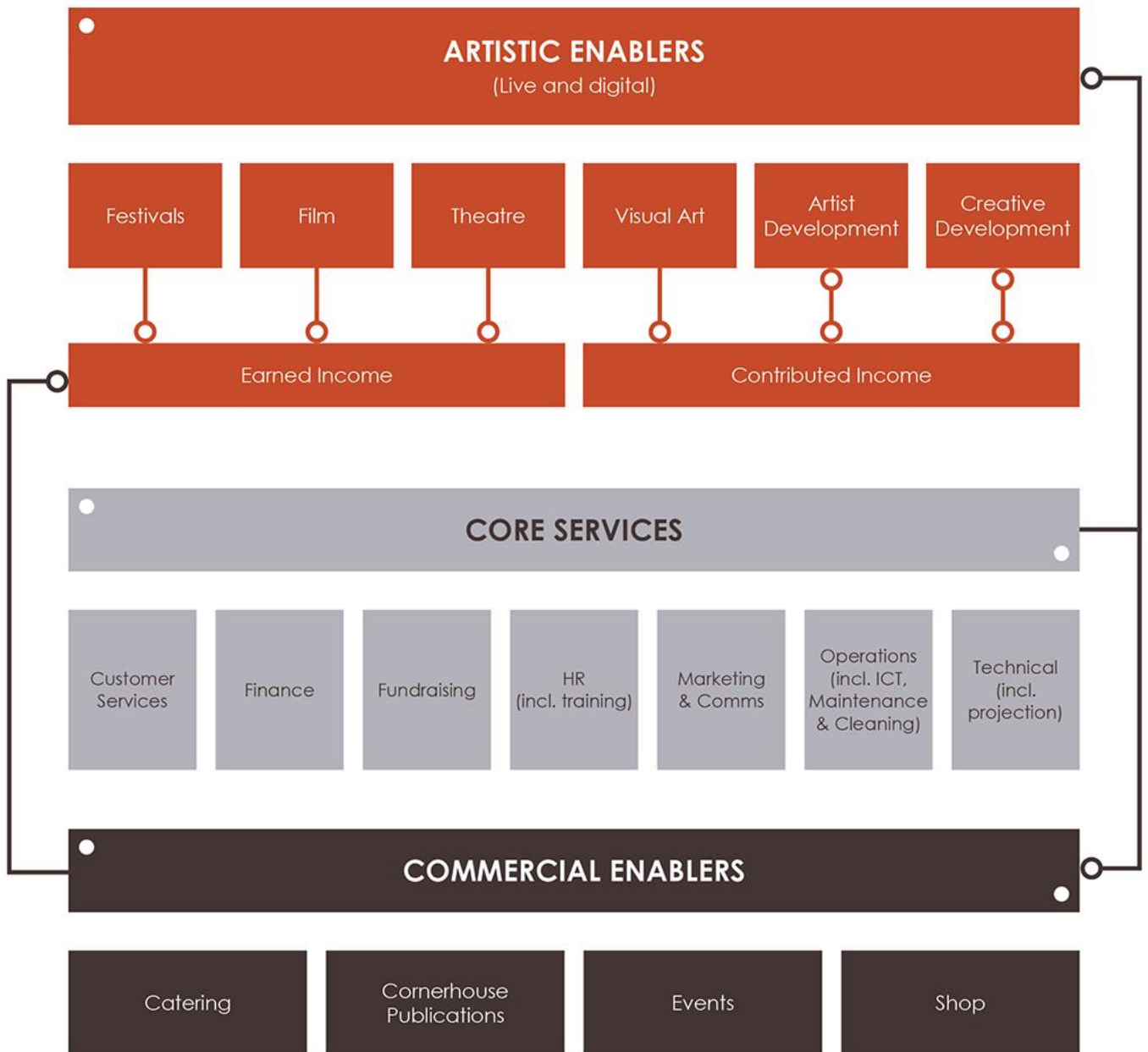
We're here to nurture creativity

We're here to develop and make our team feel valued

We're here to tackle inequality

We're here to protect the planet

HOW WE WORK





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

Job Context

This role sits within the Marketing and Communications Team, led by the Director of Audiences who also directs the Customer Service team. These teams work together to put audiences at the heart of everything HOME does.

The Marketing and Communications team is responsible for building and retaining audiences, visitors and participants to HOME, and articulating its mission and vision to stakeholders. The team is responsible for achieving visitor and income targets for HOME's cross-arts programme, and ensuring the audiences are diverse and reflective of the city.

Job Summary

The Email Campaign Officer plays a key role in building and sustaining relationships with HOME's audiences. Using insight and automation, this role ensures email is used effectively to drive ticket sales, promote events, share stories and deliver HOME's voice directly to audiences. Sitting within the Marketing & Communications team and reporting to the Head of Digital Marketing, this role works closely with the Head of Digital Marketing & Audience Data & Ticketing team, and other departments to coordinate campaigns and ensure that content is timely, accessible, and aligned with HOME's values.

KEY INFORMATION

Salary	£26,208 per annum
Contract	Permanent
Hours of work	40 hours, including 1 hour paid 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 statutory holidays (pro rata)
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 Cycle to work and Tech scheme
Probationary period	6 months
Notice period	1 month during probationary period, 2 months thereafter

JOB DESCRIPTION

Purpose

To lead the planning, creation and delivery of HOME email marketing activity, ensuring campaigns are targeted, engaging and insight-driven. The Email Campaign Officer manages HOME email platform (DotDigital), working closely with colleagues across the organisation to segment audiences, craft impactful messages and deliver email communications that support sales, audience development and stakeholder engagement. This role is also responsible for managing all non-email mobile communications—such as SMS, WhatsApp, and other platforms—using CRM-driven audience segmentation and ensuring full compliance with PECR and GDPR.

Team Marketing & Communications
Reports to Head of Digital Marketing
Responsible for n/a

Main duties

- Lead on the delivery of HOME's email marketing strategy, including automation flows, content planning, user journey optimisation and conversion tracking. Develop and refine this strategy in collaboration with the Head of Digital, Director of Audiences and Audience Data team, ensuring it aligns with organisational goals and is informed by audience insight
- Plan and deliver email marketing campaigns using HOME's email platform (DotDigital), including newsletters, on-sale notifications, automated journeys and targeted communications.
- Collaborate with the Head of Digital and Head of Marketing to coordinate email content with wider campaigns and messaging.
- Use CRM data (via Spektrix) to build audience segments and personalise communications to maximise engagement and conversion.

- Manage HOME automated email journeys, ensuring relevance, accuracy and optimisation.
- Maintain email campaign calendar and work with internal teams to schedule and coordinate content.
- Write and edit engaging copy for email communications, ensuring clarity, accessibility and alignment with HOME's tone of voice and brand
- Monitor email performance using DotDigital and Google Analytics (or other tools), reporting on open rates, click-throughs, conversions and engagement.
- Test and optimise subject lines, layout and content using A/B testing and audience insight.
- Ensure all email communications comply with GDPR and accessibility best practice.
- Work with the Audience Data & Ticketing team to ensure email data flows effectively between platforms and reflects audience preference
- Support other departments with the delivery of internal or stakeholder communications via email as & when required
- Stay informed about email marketing trends, tools and legislation, and identify opportunities to enhance HOME's email effectiveness
- Mobile Messaging (SMS/WhatsApp/Other Platforms)
 - Own HOME's mobile communications, including SMS, WhatsApp, or similar messaging platforms.
 - Build and manage audience segments using Spektrix and execute targeted messages—such as event reminders, urgent alerts, and promotions—through thirdparty delivery tools.
 - Ensure alignment of mobile messaging with email campaigns and the broader customer journey.
 - Maintain regulatory compliance, adhering to UK-specific rules (PECR, GDPR)

- Brand & Voice Consistency: Uphold and evolve HOME's tone of voice and visual identity, working closely with the wider communications team.
- Digital Accessibility & Inclusion: Ensure all email content meets accessibility standards and reflects HOME's commitment to inclusive and representative communication
- Team Contribution: Participate in team planning, organisation-wide initiatives, and campaign reviews, championing the role of email/mobile comms in HOME's communications strategy.

Additional duties

- Perform all tasks in line with HOME's commitment to providing the widest audience access
- Deputise for other members of the team as required
- Be an advocate and ambassador for the organisation.
- Implement GMAC policies, particularly those around diversity, environmental sustainability, access, safeguarding and GDPR.
- Keep up to date with financial, administrative and operational best practice.
- Carry out duties as deemed appropriate by the Head of Digital Marketing or Director of Audiences
- 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	<ul style="list-style-type: none"> Experience creating and delivering email campaigns using a platform such as DotDigital, Mailchimp, etc Experience writing and editing copy for email and digital communications Experience monitoring and reporting on email performance Track record of collaborating with cross-functional teams to deliver integrated marketing campaigns Experience delivering email marketing strategies, including automation, content planning, and user journey optimisation, with a focus on engagement and conversion. 	<p>Experience using Spektrix or another ticketing/CRM system</p> <p>Experience of delivering Mobile Messaging campaigns and communication.</p> <p>Experience supporting internal comms or stakeholder communications via email</p>

Skills and Knowledge	<ul style="list-style-type: none"> • Understanding of email marketing best practice, including segmentation, personalisation, dynamic content and automation • Competent understanding of GDPR, email compliance and digital accessibility requirements • Strong copywriting and proofreading skills with high attention to detail • Ability to analyse email data and present clear, actionable insights and reporting • Good organisational and planning skills with the ability to manage multiple campaigns simultaneously 	<p>Competent understanding of PECR compliance</p> <p>Understanding of UTM tagging, link tracking and data capture best practices</p> <p>Basic HTML knowledge for email formatting</p>
Other requirements	<ul style="list-style-type: none"> • Creative thinker with a proactive approach to problem-solving and content innovation. • A drive to promote access to art and culture. • Ability to proactively work both as part of a team and independently. • Resilience and adaptability in a fast-paced, dynamic work environment • Flexibility and ability to work evenings and weekends as required • Able to handle sensitive information with confidentiality • Strong interpersonal skills, with the ability to build relationships across diverse teams and stakeholders. 	

HOW TO APPLY

The deadline for applications is Monday 1 September 2025, 10am. Please note however, we may close the vacancy early if we receive a high volume of applications.

Application format: submit by email an up-to-date CV together with a supporting statement of no more than 2 A4 pages. **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.**

Email your CV and written supporting statement **please add the job reference number 109657 in the subject line in your email** or this can be a short video/audio response no more than 10 minutes long to recruitment@homemcr.org and complete the link here to the [Equal Opportunities Form](#)

We will interview all 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 week commencing Monday 8 September 2025

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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