

# RECRUITMENT PACK

Head of Digital Marketing  
Jun 2025



# HOME

# WELCOME

## Thank you for your interest in the role of Head of Digital 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
- 500m<sup>2</sup> 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](mailto: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

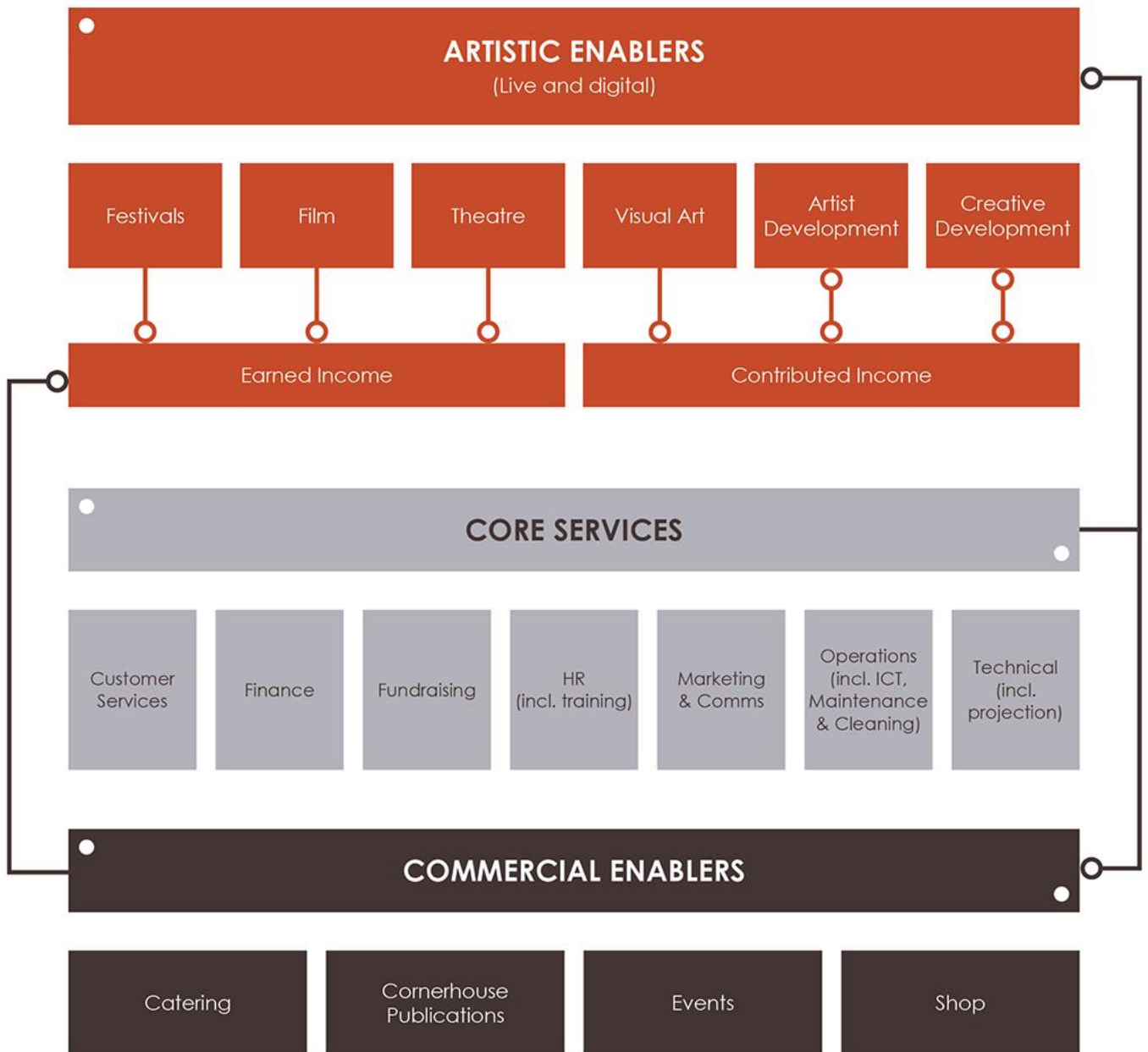
We're here to nurture creativity

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.



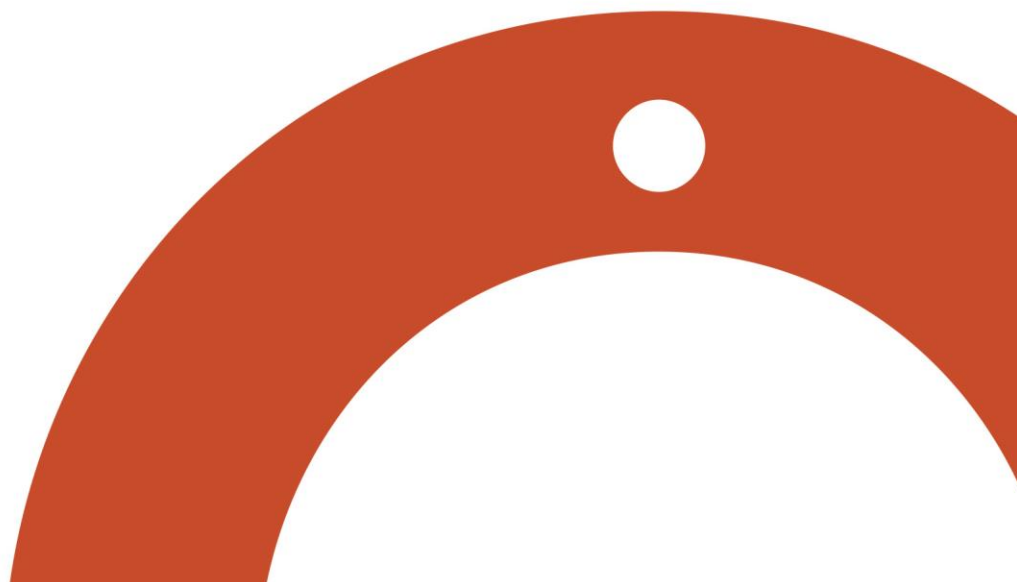
# THE ROLE

The Head of Digital Marketing is a new role within the Marketing and Communications Team which is led by the Director of Audiences. The Head of Digital Marketing drives HOME's digital marketing, overseeing web, email, social media and paid advertising.

Working closely with colleagues across the organisation, this role ensures our platforms are accessible, engaging, and data informed. With oversight of digital content, analytics and systems, this role leads innovation in digital marketing, supports commercial and audience growth, and champions digital thinking across HOME.

# KEY INFORMATION

<b>Salary</b>	£35,646 per annum
<b>Contract</b>	Permanent, full time
<b>Hours of work</b>	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.
<b>Place of work</b>	HOME's offices are at 2 Tony Wilson Place, M15 4FN
<b>Holidays</b>	25 days per annum plus bank holidays
<b>Pension</b>	GMAC Ltd operates a company pension scheme with a 3% company contribution, available to all staff
<b>Other benefits</b>	Discounted cinema and theatre tickets Employee Assistance Programme Option to purchase additional holidays Access to training and professional development Cycle to work and Tech scheme
<b>Probationary period</b>	6 months
<b>Notice period</b>	3 months



# JOB DESCRIPTION

## Purpose

To lead HOME's digital strategy, ensuring our platforms, content and campaigns deliver exceptional audience experiences, support organisational objectives, and reflect our values of inclusivity, creativity and innovation. The Head of Digital is responsible for HOME's digital vision, infrastructure and performance, leading a team to deliver integrated campaigns, manage paid media and email strategy, and optimise our digital presence across all channels.

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

## Main Duties

### Digital Strategy & Leadership

- Develop and deliver a forward-thinking digital strategy that supports HOME's mission, enhances visibility, and drives audience engagement across all digital touch points.
- Champion digital innovation and embed digital thinking across HOME departments and leadership conversations.
- Stay up to date with digital trends, tools and behaviours to identify opportunities for improvement and innovation.

### Team Leadership

- Lead, manage and develop your team and work closely with the Head of Marketing to ensure consistent .
- Foster a collaborative, insight-led and audience-focused team culture.
- Oversee planning, delivery and performance reviews of digital team activity.

### Website & Content Management

- Oversee the management, optimisation and development of HOME's website and digital content.
- Ensure high standards in UX, content accessibility, technical performance, and SEO.
- Manage relationships with web developers, content creators, and external suppliers as needed.

### CRM, Data & Personalisation

- Use audience data from Spektrix and other platforms to drive segmentation, personalisation and targeted communications.



- Collaborate with the Audience Data and Ticketing Manager to improve data flows and campaign impact.

### **Email Marketing**

- Guide the overall strategy for email marketing and automation (via DotDigital), working closely with the Marketing Team to increase engagement and ROI.
- Ensure campaigns are well-segmented, responsive and compliant with GDPR and accessibility best practice.

### **Paid Media Strategy**

- Lead the strategy, planning and optimisation of paid digital media (Meta, Google Ads, display, etc.).
- Monitor and maximise ROI across campaigns, adjusting in response to audience behaviour and organisational goals.

### **Analytics & Insight**

- Use tools such as Google Analytics, Meta Insights, Spektrix reporting and UTM tracking to monitor digital performance.
- Translate data into actionable insight and strategic recommendations.
- Produce regular reporting for internal teams and stakeholders.

### **Digital Systems & Infrastructure**

- Oversee HOME's digital platforms and tools, including CMS, analytics, social media scheduling tools, and email systems.
- Ensure effective integration between platforms and support ongoing development needs.
- Manage user access and ensure governance processes are in place.

### **Accessibility & Digital Standards**

- Ensure all digital outputs meet accessibility standards and reflect HOME's commitment to inclusion and representation.
- Uphold digital content governance, GDPR compliance, and responsible data practices.

### **Collaboration & Stakeholder Management**

- Work cross-departmentally to ensure digital strategies support HOME's artistic, commercial and engagement goals.
- Represent digital in strategic forums and external partnerships.

### **Budget Management**

- Manage the digital marketing budget effectively, monitoring spend, evaluating performance, and forecasting needs.

### **Brand & Voice**

- Act as a proactive brand guardian, ensuring all digital content aligns with HOME's tone of voice, visual identity and accessibility standards.

- Champion HOME's brand values of inclusivity, creativity and innovation across all digital communications.
- Collaborate with the Director of Audiences to oversee and uphold brand standards across the organisation's digital outputs.
- Support colleagues across departments to maintain on-brand content, offering guidance, training and quality checks, with escalation or sign-off where appropriate.
- Work cross-departmentally to reduce the creation of off-brand materials, ensuring consistent, high-quality communications.
- Maintain and evolve HOME's digital brand guidelines in consultation with the Director of Audiences, ensuring clarity and relevance across all platforms.

## Additional Duties

- Deputise for other members of the department as required
- Collaborate with the Head of Marketing and Systems & Ticketing team to ensure audience and marketing data is gathered, analysed and reported in line with the requirements of funders, partners and internal reporting needs.
- Implement GMAC policies, in particular those around diversity, environmental sustainability and access
- 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
<b>Experience</b>	<p>Experience managing websites, including overseeing UX/UI design, content strategy, and ensuring optimal user journeys.</p> <p>Demonstrable success in using CRM and analytics data to inform digital strategy and optimise performance</p> <p>Experience working with external developers, suppliers, or digital agencies.</p> <p>Experience delivering paid media campaigns across platforms (e.g., Meta, Google Ads, display).</p> <p>Experience managing a digital marketing strategy..</p> <p>Experience managing a digital marketing budget.</p>	<p>Experience working in an arts, culture, or non-profit environment</p> <p>Experience of line managing and developing a team across multiple digital disciplines.</p> <p>Experience of managing digital comms and marketing for ticketed events or cultural venues</p>

<b>Skills and Knowledge</b>	<p>Strong understanding of digital marketing channels, including email, social, paid media, and web.</p> <p>Expertise in website management, including content strategy, user experience (UX) design principles, and content management systems (CMS).</p> <p>Familiarity with GDPR, data governance, and digital accessibility standards.</p> <p>Ability to translate complex data into clear, actionable insight</p> <p>Competency with CMS platforms, analytics tools (GA4), Meta Business Suite, UTM tracking etc.</p> <p>Experience with tools such as DotDigital, Google Tag Manager, Looker Studio or equivalent</p> <p>Confident in briefing and managing freelancers, creatives or external suppliers attention to detail</p> <p>Excellent planning, coordination and project management abilities</p>	<p>Understanding of SEO and website performance management</p> <p>Awareness of emerging technologies, digital tools and innovation trends</p> <p>Knowledge of Spektrix and/or DotDigital.</p>
<b>Other requirements</b>	<p>Strategic thinker with the ability to lead vision as well as delivery</p> <p>Positive, proactive approach to work and a good team Player</p> <p>Ability to proactively work both as part of a team and independently.</p> <p>Flexibility and ability to work evenings and weekends as required</p> <p>Able to handle sensitive information with confidentiality</p>	

# HOW TO APPLY

**The deadline for applications is Monday 14th July 2025, 10:00am**

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 or this can be a short video/audio response no more than 10 minutes long to [recruitment@homemcr.org](mailto: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](mailto:recruitment@homemcr.org) if you have any questions related to support requirements.

**Interviews will take place in person on Tuesday 22nd July 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.**





#### FUNDED BY



#### FOUNDING SUPPORTERS



HOME is a trading name of Greater Manchester Arts Centre Ltd, a company limited by guarantee, registered in England and Wales No 1681278. Registered office 2 Tony Wilson Place, Manchester, M15 4FN Charity No: 514719.