

RECRUITMENT PACK

Marketing Campaigns &
Communications Officer

Sep 2025



HOME

WELCOME

Thank you for your interest in the role of Marketing Campaigns & Communications 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

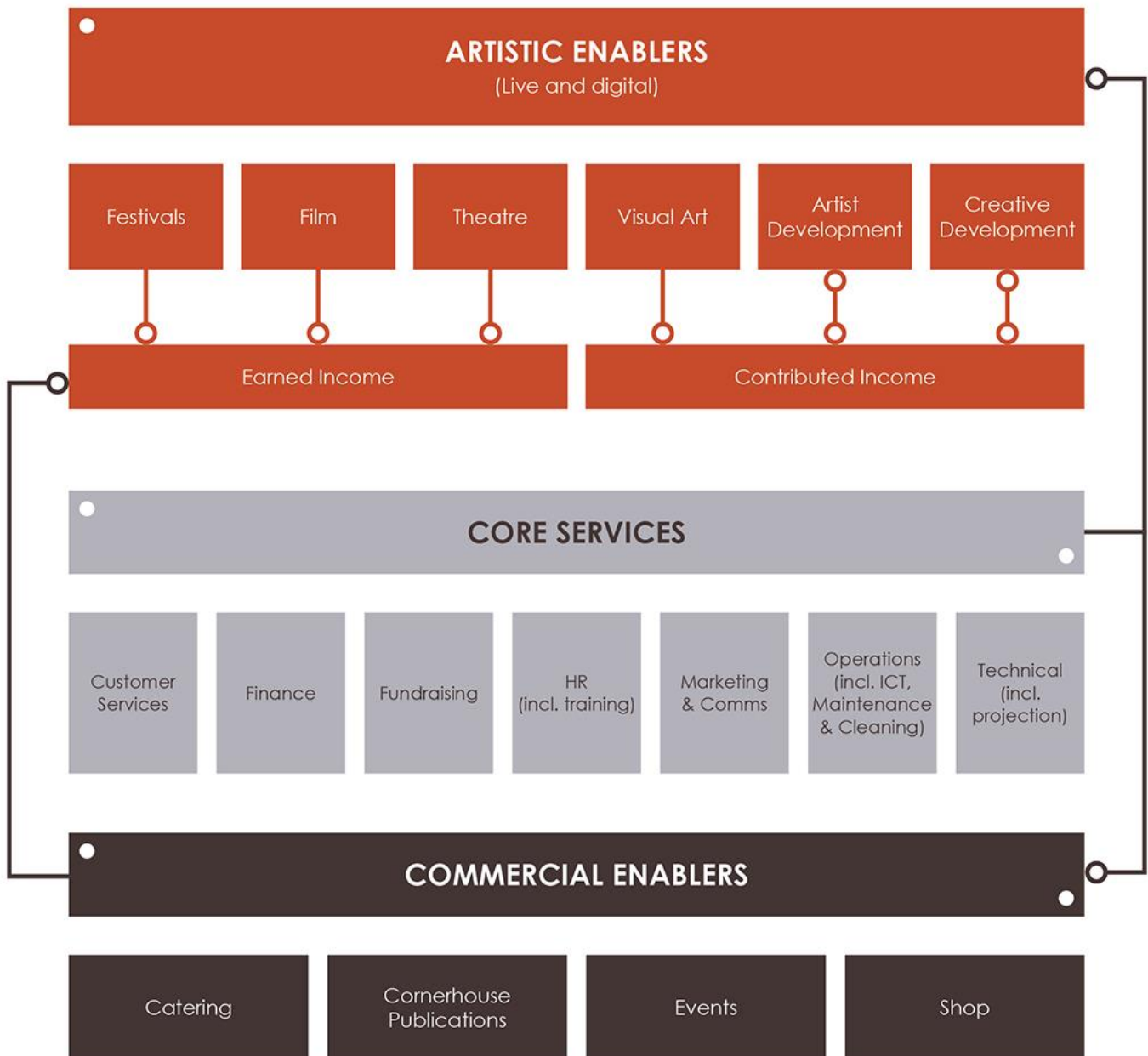
We're here to nurture creativity

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 Communications Team at HOME, which works across all art forms to coordinate strategic campaigns that engage audiences, build loyalty, and drive ticket sales and awareness. The team is led by the Director of Audiences.

The team works closely with colleagues in Programming, Customer Service, Artist Development and Creative Engagement to ensure that audiences remain at the heart of everything we do.

HOME is a busy cross-artform organisation, presenting a year-round programme of film, theatre, visual art, engagement, talent development and special events. This role supports the delivery of targeted, creative and effective campaigns that reflect HOME's values and increase our reach across Greater Manchester and beyond.

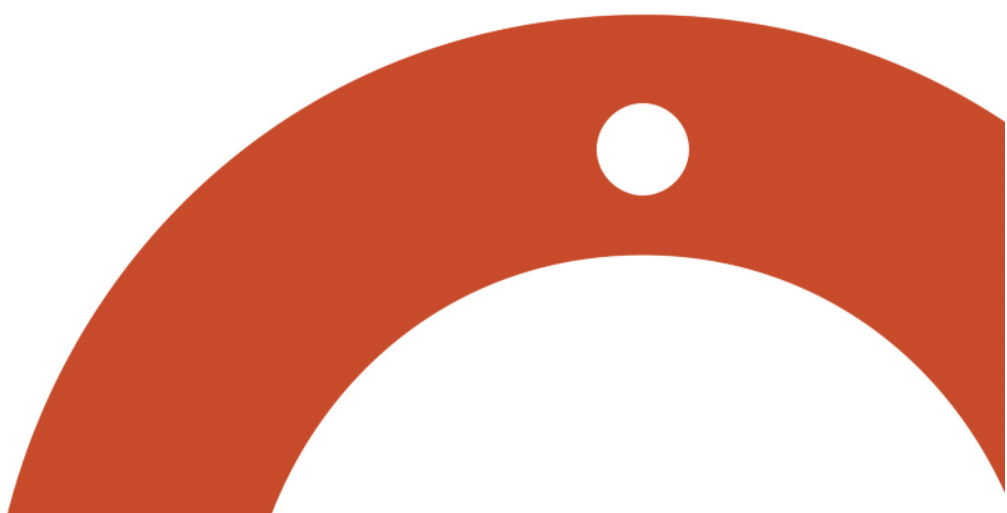
Job Summary

The Marketing Campaigns & Communications Officer is responsible for supporting the planning, coordinating and delivering high-quality marketing campaigns across HOME's full programme, with a particular focus on Out-of-Home (OOH) advertising, campaign coordination and communications. The role includes managing press and PR activity for HOME's general programme and liaising with HOME's appointed PR agency on larger, strategic campaigns in collaboration with the Head of Marketing. The postholder will also play a key role in coordinating campaign planning with other marketing officers, ensuring alignment across digital, email and social content.

The role supports strong communication between HOME and its external collaborators—including artists, visiting companies, producers and distributors—to ensure campaigns are inclusive, well-resourced and strategically aligned. The postholder will also lead on creative brief development and work with designers and freelancers to produce engaging, on-brand materials.

KEY INFORMATION

Salary	£26,497 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	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 plan, coordinate and deliver effective marketing campaigns that promote HOME's programme, drive audience engagement, and support income generation. The role has a particular focus on Out-of-Home (OOH) advertising—such as billboards, digital screens, posters, and transport network placements, in-venue advertising/dressing etc.—and involves managing relationships with designers, media agencies and creative freelancers. The role also takes a lead on general press and PR activities.

The postholder will be responsible for developing clear creative briefs, supporting the creation of campaign assets, and ensuring all materials are engaging, audience-focused, and aligned with HOME's brand and tone of voice. The role ensures that all campaign activity is well-managed, impactful, and strategically aligned with HOME's values and goals.

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

Main duties

Campaign Coordination

- Coordinate and oversee marketing campaigns across HOME's theatre, film, visual art, engagement programmes, artist development and brand.
- Lead on Out-of-Home (OOH) campaign activity including creative development, media planning, asset management and supplier liaison.
- Develop creative briefs and manage external designers and freelancers to produce impactful, on-brand campaign assets.
- Liaise with visiting companies and artists to gather marketing assets and coordinate joint activity.
- Work with the Head of Marketing to ensure campaigns are inclusive, targeted and audience led.
- Support the coordination of campaign planning & activity across channels, including email and social media, by working closely with the Email Campaign Officer and social media Officer to ensure consistency of messaging, tone and timing.
- Support the creation and editing of campaign copy across formats, ensuring messaging is clear, consistent and audience focused.
- Contribute to audience development, including marketing to schools, groups and underrepresented audiences.

PR & Communications

- Manage general press and PR for HOME events and activity, including press listings, copy coordination and internal comms alignment.
- Liaise with HOME's appointed PR agency and support the delivery of large-scale PR campaigns in collaboration with the Head of Marketing.
- Act as the main point of contact for press-related enquiries and campaign communications, coordinating with internal and external teams as needed.

Evaluation and Insight

- Monitor and report on campaign performance, drawing insights from sales data and audience feedback to inform future activity.
- Work with the Audience Data & Ticketing Team to optimise campaign targeting and sales reporting.

External Relationships

- Act as a key point of contact for media partners, external agencies, designers, and HOME's appointed PR agency.
- Coordinate the delivery of media partnerships, reciprocal agreements and promotional opportunities.

Team Contribution

- Participate in team planning, organisation-wide initiatives, and campaign reviews
- Work closely with colleagues across Marketing, Programming and Customer Service.
- Act as a senior officer within the marketing team, helping to coordinate delivery and support newer colleagues.

Additional duties

- Deputise for other members of the department as required.
- Implement GMAC policies, particularly those around diversity, environmental sustainability and access.
- Carry out additional duties as deemed appropriate by the Director of Marketing or Head of Marketing/Digital.
- Work evenings and weekends as appropriate to support key campaign activity or events.
- 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	<p>Proven experience planning, coordinating and delivering marketing campaigns within an arts, cultural, entertainment or similar environment.</p> <p>Experience managing Out-of-Home (OOH) advertising campaigns (billboards, posters, transport, venue dressing etc.).</p> <p>Experience writing clear, engaging and audience-focused copy across formats (print, press, digital).</p> <p>Experience working with designers, agencies and/or freelancers to produce campaign assets.</p> <p>Experience of press and PR activity, including press listings, media liaison and coordinating press.</p>	<p>Experience marketing across multiple art forms (theatre, film, visual art, engagement, talent development).</p> <p>Experience managing press campaigns in collaboration with external PR agencies. Knowledge of audience development approaches (schools, groups, underrepresented audiences).</p> <p>Familiarity with Greater Manchester's cultural sector and media landscape.</p> <p>Experience using ticketing & crm systems (e.g. Spektrix), email or digital marketing tools.</p> <p>Experience managing media partnerships, reciprocal promotions or sponsorship agreements.</p>

Skills and Knowledge	<p>Strong organisational and project management skills, with the ability to run multiple campaigns and meet deadlines.</p> <p>Strong communication and interpersonal skills, with the ability to build relationships with colleagues, artists, companies and external partners.</p> <p>Ability to write and edit copy that aligns with brand tone of voice and connects with diverse audiences.</p> <p>High attention to detail, accuracy and consistency.</p> <p>Ability to work collaboratively as part of a team and independently.</p> <p>IT literacy, including Microsoft Office and marketing-related tools/software.</p> <p>Ability to evaluate campaigns using data and audience insight.</p>	<p>Skills in basic design, image editing or asset creation (e.g. Adobe Creative Suite or Canva).</p> <p>Confidence in presenting campaign ideas to stakeholders.</p> <p>Ability to analyse sales or audience data to draw actionable insights.</p>
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Other requirements	<p>Commitment to HOME's values of diversity, inclusivity, creativity and sustainability.</p> <p>Flexible and adaptable, with a willingness to work evenings and weekends as required.</p>	<p>Interest in arts, culture and creative industries.</p> <p>Ability to contribute creative ideas to enhance campaigns.</p> <p>Willingness to undertake occasional travel nationally/internationally.</p>
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HOW TO APPLY

The deadline for applications is Mon 29 Sep 2025, 10:00am

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 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. **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 841623 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 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 6 Oct 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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