



Marketing & Communications Manager

Job Description

Accountable to: Creative Director, Creative Crawley
Responsible to: Creative Director, Creative Crawley
Responsible for: Marketing Co-ordinator and Marketing Assistant
(Breakthrough Placement) and freelancers

Purpose of the role

The new, crucial full time role of Marketing and Communications Manager at Creative Crawley will raise the profile of an exciting, cross artform creative programme in Crawley, West Sussex with audiences, participants and key stakeholders ensuring barriers to take part are minimised through the way we communicate.

They will:

- Develop campaign strategies and lead on the delivery of marketing and communications activity that grows audiences, strengthens Creative Crawley's brand, and supports organisational income and partnerships.

Success measures for the role

- Audience growth and diversity
- Increased engagement (email, repeat attendance)
- Stronger brand visibility and press coverage
- Delivery of campaigns on time and within budget

Key Responsibilities:

Campaign planning and delivery

- Lead campaign planning and delivery across all programmes and events inc digital, print and on-the-ground channels
- Write copy for website, newsletters and socials
- Setting up and maintaining the Google Grant account to drive search campaigns for Creative Crawley
- Set and monitor KPIs and campaign performance
- Manage campaign budgets
- Coordinate marketing materials (print, signage, copy)
- Manage CRM

Strategic delivery

- Support the implementation of an annual marketing and audience development strategy
- Manage Creative Crawley's brand, messaging and tone of voice
- Manage overall marketing and communications budget

Data and insight

- Oversee audience insight and data (CRM, segmentation, evaluation)
- Work with the Creative Crawley team and freelance evaluators to ensure data reporting is useful and on time

Partnership development

- Build and manage media, PR and key stakeholder relationships
- Commission and manage freelancers and external suppliers
- Manage our communications relationship with key partners

Line Management

- Line manage Marketing Coordinator and Marketing Assistant (Breakthrough Placement)

General

- Act as an ambassador for Creative Crawley upholding and promoting company values, policies and way of working
- Contribute towards a safe and inclusive working environment for all Creative Crawley team members
- Act at all times in the best interests of Creative Crawley
- Undertake any additional tasks as may be required by the Co-Directors

Knowledge & Experience

Essential

- Experience in arts, culture or place-based/community marketing
- Strong strategic planning and campaign management skills
- Experience managing budgets and external suppliers
- Understanding of audience development and engagement
- Confident communicator with strong stakeholder management
- a place to stay that is no further than an hour commute from Crawley

Desirable

- Experience of effective line management and pastoral care and managing project teams
- Experience of reaching diverse community groups and those who do not yet engage with arts and culture on a regular basis.

Other details

Salary: £33,000 - £35,000 per annum

Hours: 35 hours a week Mon - Friday 10am - 6pm. However, this role requires flexible working in evenings and at weekends in response to the programme needs. We operate a Time Off In Lieu system.

Pension and other benefits: NEST pension scheme (3% employer contribution)

Holiday: 28 days of paid leave per annum (including 8 Bank Holidays) pro rata plus we close the office between Christmas and new year.

Contract: full time, fixed term (6 months, depending on start date ideally Oct-2026 - March 2027) with intention to extend from April 2027, subject to funding.

Notice period: 1 month probation period (2 weeks) and 3 months notice following successful probation.

Place of work: Crawley, West Sussex. We offer hybrid working and the core in person working days are Tues - Thursday each week.