



CREATIVE

C R A W L E Y

Marketing and Communications Manager Recruitment Pack 2026

'I have had so many opportunities I couldn't have dreamed of here. I have developed a lot more skills and am meeting new people which is making me more confident in what I do. I feel like I am being developed as a creative myself. Before Crawley was just a tired, boring town, but it now feels like the arts are blossoming.'

Mawadda, Breakthrough Placement and Playmaker 24/25

Image by @iangreenlandphoto: Requart&Rosenberg's *Super Normal Extra Natural*, County Mall Shopping Centre, March 2025



Image by Leyla Guler: Chad Taylor's *Closer to My Dreams*, Charis Centre, West Green, June 2025

Vision

What if Crawley is a town where arts and culture are for everyone? Creativity is part of everyday life – people here create, share, and enjoy art as an important part of who they are. Visitors see Crawley as a lively and welcoming place full of different cultural experiences.

What if it's a town where people feel happier and healthier, with safe and inspiring spaces?

What if people who work in the creative industries are supported and celebrated, where the local economy is strong, and communities feel connected?

What if?



Image by @iangreenlandphoto: women outside the Apple Tree Centre, Ifield, *Aura's Odyssey* by Animated Objects as part of Enliven: You're Welcome, August 2022

Welcome

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.

If you are excited by this, please get in touch.



Image by @iangreenlandphoto: audience at Requart&Rosenberg's *Future Cargo*, Memorial Gardens, May 2022

We're here to make quality creativity for all happen in Crawley



Image by Kaleidoshoots: Beeja's Choo Choo, Seymour Primary School, Broadfield, May 2023

We are:





There are two strands to our work; **everyday creativity** and **creative and cultural ecology**.

Our work with everyday creativity encompasses [Crawley's Creative Playground project](#); an Arts Council funded programme called Creative People and Places, part of a national network of 44 other places around England.

Our work with [creative and cultural ecology](#) encompasses projects including a collaboration with Crawley Town Centre Business Improvement District to enliven the town centre from 2021 - 2024, the Crawley and West Sussex Creatives network, The Creative Village (24/25), the Cultural Quarter Feasibility Study and Crawley's Cultural Framework.

Image by @iangreenlandphoto: *Bonded* by Alleyne Dance
Around the Lake Festival, Tilgate Park, Crawley, 2025



On the doorstep

Our on the doorstep work is grounded in the here and now. We focus on Crawley's neighbourhoods, stories and communities—bringing creativity into familiar spaces and everyday moments. It's about working side-by-side with local people to shape meaningful experiences right where they live.

Big picture

Our big picture work looks beyond borders. We connect with regional, national and international partners to share ideas, spark collaboration and create opportunities that reflect Crawley's creative energy on a wider stage. It's about lifting local voices into global conversations—and inviting new ones in.

People and planet

We put care for people and the planet at the heart of everything we do. From inclusive programming to low-impact production methods, we're committed to creating cultural experiences that nourish communities and tread lightly on the Earth. It's about making creativity meaningful, sustainable and shared.

Value in action

We lead with purpose, showing how arts and culture can be a catalyst for civic renewal, economic resilience, and community connection. We engage funders, partners and investors with thoughtfulness and kindness. From transforming local spaces and developing the cultural change makers of the future, to shaping Crawley's future economy, we're committed to cultural leadership that's bold, inclusive and rooted in place.

We've raised over £2 million for arts and culture in Crawley and have used it to produce public murals, performances, exhibitions, creative workshops cultural visits out of Crawley, summer festivals and more. We've engaged with:

40,000 audiences

Over 1 million people have seen the murals

14 different Crawley schools

290 local people trained

324 creative professionals contracted

48% of those employed are based in Crawley, West Sussex or Surrey

73 local & regional businesses

69 community groups

Crawley is one of the most connected places in our region; uniquely halfway between the capital and the coast and home to the most diverse community in the South East.

We can celebrate our status as an international hub and our growing business community including our arts, cultural and commercial creative sectors. Collectively, we are Crawley.

Since 2021, Creative Crawley has raised the presence of arts and culture by producing and presenting a regular programme of creative activities and by building a coalition of public and private sector champions who recognise the potential of our place and our people.



Image by Jess Hand: *Aura's Odyssey* by Animated Objects, High Street, Crawley, May 2022



'Creative Crawley are not only a valuable asset to the shopping centre but a true driving force in the ongoing revitalisation of Crawley Town Centre.'

***Simon Cuckow, General Manager,
County Mall Shopping Centre***

'Our partnership with Creative Crawley has been nothing short of transformative for our school community. The opportunities Creative Crawley provides have opened magical doors—proving that easy, meaningful access to the arts can dissolve barriers.'

***Carol Collins, Head Teacher,
Seymour Primary School,
Broadfield***

Our focus for the future:

Given all we've achieved since 2021, we're now starting to shape our next phase of activity to 2029.

To deliver this, we know we need to seek a wider range of partners and supporters.

From 2026 - 2029 we will:

- deliver **extraordinary, world class and hyper-local, welcoming, creative events in Crawley**. From small craft activities to large scale festivals, we will ensure the work reaches people who need it most. Whether experienced by accident or with intention, we will animate the town with a series of jaw-droppingly good creativity.
- **take civic responsibility as an agent for positive change** in the town. We will champion creativity and ensure Crawley is a key player in arts and culture locally, regionally and nationally.
- **develop the cultural ecology in Crawley** through creative industry skills development and generating fit for purpose creative space.



Image by @iangreenlandphoto: Street Art workshop at the Around the Lake Festival, Tilgate Park, July 2024

FINANCES

We are a project funded company whose turnover in the first year (21/22) was £122K rising to £360k in 22/23 and £592k in 23/24. In 24/25 the turnover was just under £1m (see below).

We are well supported by Arts Council England and have a strong relationship with the Borough Council. We are working towards a 3 month running costs reserve and currently have £15k operational reserves.

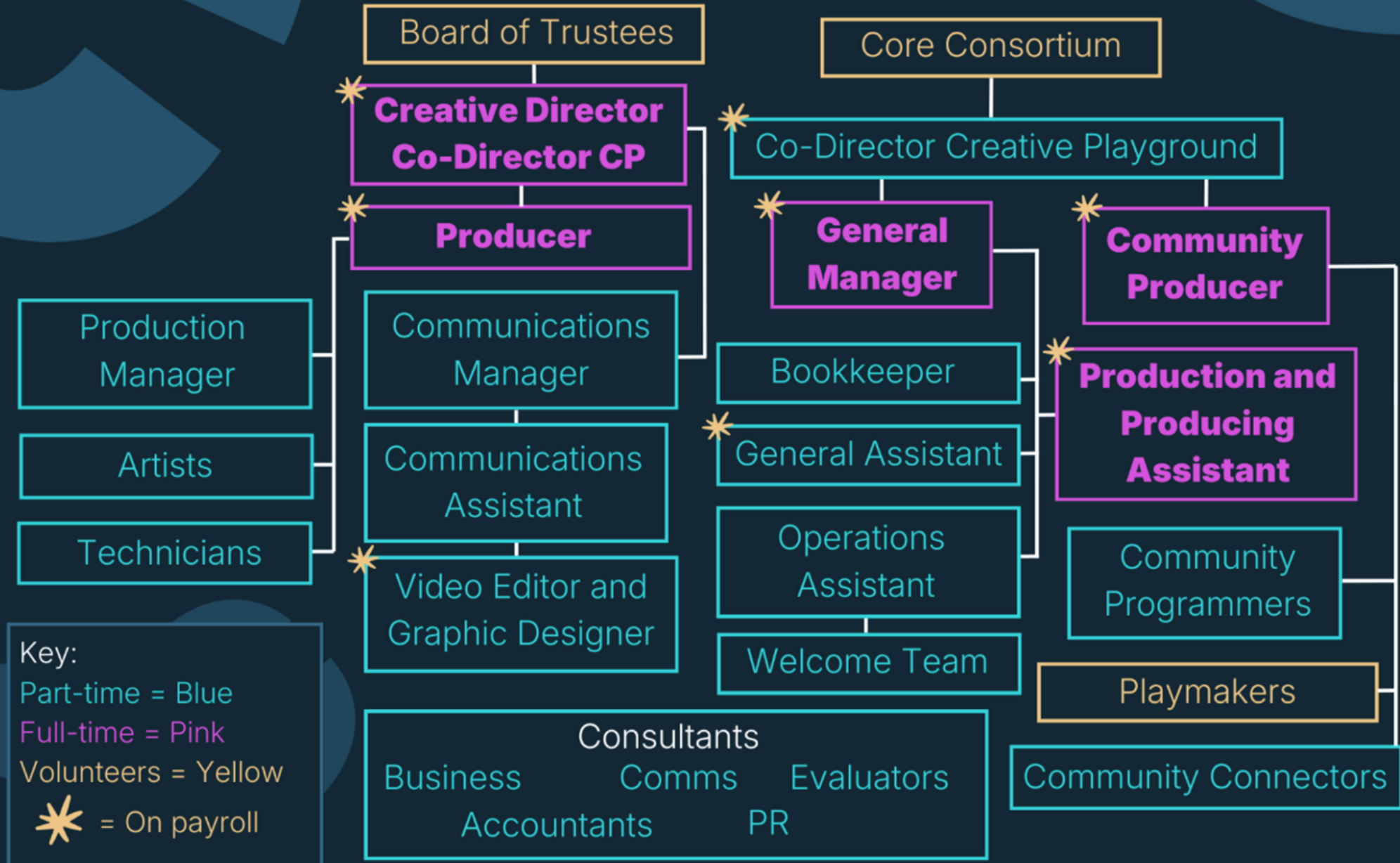


THE TEAM

The current team consists of 11 volunteer Trustees, 5 full time team members, 4 part-time, and a range of freelance specialists and other volunteers including the Core Consortium who govern the Creative Playground (the Arts Council England funded Creative People and Places programme).



Creative Crawley Team 2026



CURRENT TRUSTEES

We currently have 11 Trustees whose skills and experiences range from arts organisations and charities to further and higher education, voluntary sector, marketing, design and planning, digital, local authority, youth work and HR.

You can read all about them [HERE](#)



ROLE, RESPONSIBILITIES & EXPECTATIONS

You can read the full Job Description [HERE](#) but the key areas are:

Campaign planning and delivery

Strategic delivery

Data and insight

Partnership development

Line management

Success measures for the role include:

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



Image by Jess Hand: Charmaine Childs of Strong Lady Productions performing as part of *Enliven: Stories of Strength*, Crawley town centre, August 2021

TERMS & CONDITIONS



Responsible to: Creative Director

Responsible for: Marketing Coordinator,
Marketing Assistant (Breakthrough Placement)

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 offer Time Off In Lieu.

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

Holiday: 28 days of paid leave per annum (including 8 Bank Holidays) 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, subject to funding.

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

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

WHAT ARE WE LOOKING FOR?

You have:

- 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
- a place to stay that is no further than an hour commute from Crawley

And you are a confident communicator with strong stakeholder management skills.

You may have:

- 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



Image by Jess Hand: SAY Dance Company as part of *Enliven: Stories of Strength*, Crawley town centre, August 2021

APPLICATION PROCESS

The deadline to apply is **Fri 28 August at 5pm**. We hope the right candidate will be able to start in October 2026.

Please submit a CV and a statement outlining your interest in the role and what you can bring to it, by email to:

recruitment@creativecrawley.com

This statement can be submitted as:

- a covering letter (no more than 2 pages, size 12 font)
- an audio recording (maximum 4 minutes)
- a video (maximum 4 minutes)

We are keen to find the right person for the role which means there may be flexibility on start dates/salary level and working hours. If you think the job could be for you please contact

louise@creativecrawley.com for an informal chat pre application.

Selection process:

Interviews will follow submission of your CV and a covering letter about why you'd like to join the company as Marketing and Communications Manager and what you can bring to the table. Interviews will take place w/c 14 Sept 2026. Before an offer is made, you will be invited to visit Crawley and meet the team (expenses will be paid).



Image by Leyla Guler: *Domestic Abyss*, part of the *Breakfast Scene* exhibition by Maple & Mosley, Unit 79/80 County Mall, June 2025



Equal Opportunities Statement

Creative Crawley is committed to championing equality, diversity and inclusion in everything we do. We believe everyone has the right to create, participate in and enjoy the arts, and we work to remove barriers caused by discrimination or lack of opportunity.

We value the richness that comes from different backgrounds, identities and experiences, and we strive to ensure fair access for artists, staff, participants and audiences of all ages. We do not tolerate discrimination, bullying or harassment, and we aim to create a working environment where everyone is treated with dignity and respect.

Our approach is guided by our values, our partnerships and our commitment to accessible practice. We actively seek to diversify who we work with, how we make decisions and who our work reaches. Further information can be found in our Equal Opportunities policy on request.