

Marketing & Communications Manager Job Pack October 2025

Venture Arts is an award-winning visual arts organisation working with learning disabled and neurodivergent artists of all ages. Through our studio programmes, exhibitions and collaborative projects, we remove barriers to the arts, we put artists in the lead, we champion neurodiversity and provide pathways for every individual to develop their creative identity.

Venture Arts equips people to succeed as artists, advocates, cultural workers, educators, curators and critics.



This Opportunity

We are looking for a passionate, strategic and experienced Marketing & Communications Manager to join the Venture Arts team.

This is a key role at an exciting time of growth, as we launch our refurbished studio, expand our artistic programmes and continue to champion learning disabled and neurodivergent artists.

The successful candidate will take the lead in shaping how our artist's work and our impact is communicated across the arts, cultural and charity sectors. From campaigns and content creation, to branding and audience development, you'll help us tell powerful stories that inspire people to engage with and support Venture Arts.

We are looking for someone with proven experience (ideally in the arts, charity or cultural sector), who is a strategic thinker and skilled planner. You should have excellent writing and editing skills, with an eye for detail and a talent for communicating in compelling and creative ways across digital, social and traditional media. You should have a collaborative working style and be able to build relationships with a range of stakeholders.

A strong commitment to accessibility and accessible communication is vital.

Our vision is for learning disabled people to be recognised, celebrated and valued in the arts and in society. We aim to be leaders in the arts, striving for equity and supporting artists to excel.

We are:

- **Artist led** – Our artists drive everything that we do in partnership with the wider artist community.
- **Ambitious** – We are leaders in our work, fighting inequality and empowering learning disabled people to succeed as individuals in society.
- **Championing of diversity** – We actively support, respect and champion all individuals and communities.
- **A space for belonging** – We bring people together in a welcoming and supportive space.
- **Protective of our planet** – We take responsibility for actively reducing our impact on the environment and being environmentally sustainable.

Job Benefits

Additional holidays – staff receive an additional 3 weeks of paid leave each year when our studios close over Christmas (2 weeks) & Easter (1 week) as applicable to their contract term.

Cycle to Work Scheme – we are signed up to [Cyclescheme](#), saving employees 25-39% on a bike and accessories. Staff pay for their bike in instalments over twelve months and pay less income tax and national insurance.

Pensions – we run an ethical pension scheme with Nest and make a 3% company contribution.

Art and merchandise staff discount – staff benefit from discounts on merchandise and artwork made by our artists.

Job Overview

Salary: £30,900 full time equivalent per year / £21,836 actual salary per year

Hours: 26.5 hours a week (3.5 days)

Contract: Permanent

Probation period: Three months

Location: Venture Arts studios (not remote working)

Report to: Director

Purpose: To lead on marketing, communications and audience engagement for Venture Arts, to ensure effective internal and external communications, in line with business growth and strategy.

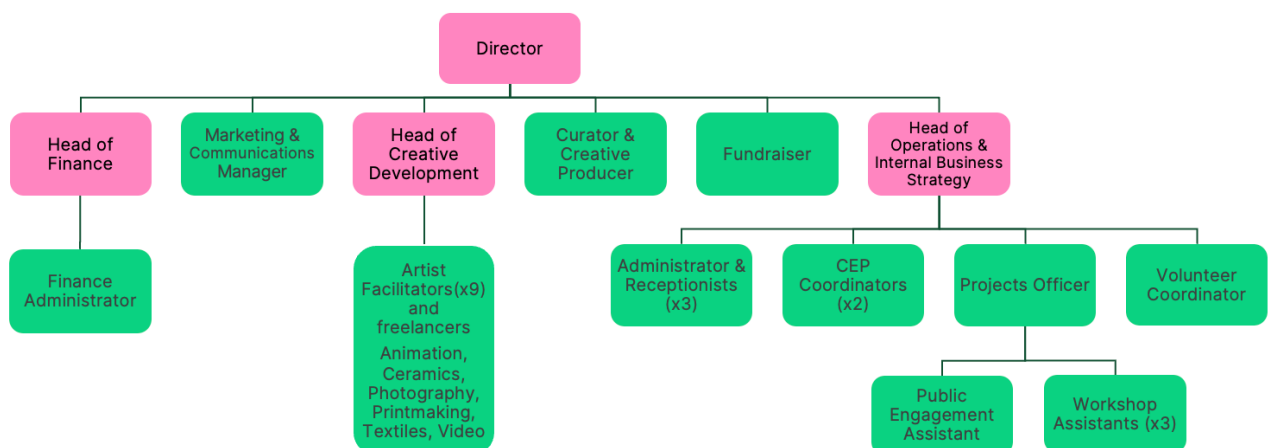
Holidays: 20 days (pro rata) a year plus bank holidays and weeks when the Venture Arts studio closes at Christmas and Easter (as applicable to the term of this opportunity).

Our Staffing Structure

There are currently 27 salaried roles across the organisation, most of which are part-time.

The Senior Management Team consists of the Director, Head of Finance, Head of Creative Development and Head of Operations & Internal Business Strategy.

The Marketing & Communications Manager post will work across the organisation, reporting to the Director. The postholder will sit on a wider Management Team including the above SMT members.



Job Description

Membership of Management Team

As an integral part of Venture Arts' Management Team, you will lead our communication activities in accordance with goals and objectives established in our business plan, and ensure the quality, effectiveness and efficiency of the delivery of these services.

Strategic Communications

- Develop and implement the communications strategy in line with Venture Arts' mission, vision and objectives.
- Ensure tone and quality of external communications is consistent with VA's mission, vision and values.
- Develop, lead on and evaluate communication campaigns and initiatives, with a range of stakeholders.
- Drive forward our website development and growth, building Venture Arts' audiences, supporters and artist community.
- Lead on devising relevant publications, media, digital media and PR opportunities, liaising with print, broadcast and online media.
- Lead on the development of Venture Arts' brand guidelines and visual identity and ensure that these are used consistently by Venture Arts and partners.
- Build partnerships and networks within the arts, third sector and communications sector to raise profile and share best practice.
- Use Arts Council's Illuminate and Insight & Impact toolkits to better understand our audiences to ensure the most effective communications.

Website, Social Media & Media

- Ensure a proactive flow of information from Venture Arts to its key stakeholders via social media channels, including creating content (and supervising others to do so) and analysing Venture Arts' Twitter, Facebook and Instagram accounts.
- Update the website, drafting content that is consistent with brand guidelines.
- Design, write and distribute Venture Arts' bi-monthly e-newsletter, alongside other targeted mailings about exhibition private views and other events.
- Lead on the creation, production and distribution of print and broadcast media.
- Work with artists to ensure that their voices are represented across media channels.
- Develop the online shop to ensure brand quality and to maximize sales.

PR

- Lead and implement a strong PR strategy.
- Build and maintain strong working relationships with national, regional, local and specialist journalists to ensure regular high-quality media coverage about Venture Arts.
- Build Venture Arts' media list, media campaigns maximising opportunities for media coverage.
- Draft articles and press releases for publications and exhibitions.

Events

- Lead campaigns in promoting Venture Arts' events/exhibitions and work with the team for effective events communications.
- Attend events and exhibitions.
- Build, oversee and evaluate audience feedback channels, through Illuminate.
- Carry out audience evaluation with partner venues and organisations.

Evaluation, Monitoring and Reporting

- Produce monthly and annual digital reach and engagement reports, using Buffer Analytics and GA4.
- Assist the team with reporting to funders and others.

General Organisational Input

- Be an advocate for Venture Arts' artists, our work and our ambition.
- Work collaboratively and supportively as part of the wider Venture Arts team, inputting into other areas as required.
- Promote and implement equality, diversity, access and inclusion across all work.
- Ensure that all policies are adhered to at all times, and especially in relation to Safeguarding & Child Protection and Health & Safety.
- Support the organisation in its environmental sustainability work, helping to reduce the organisation's carbon footprint and make positive change.
- Undertake training as required by the organisation.
- Support in the smooth running of the organisation.
- Attend internal and external meetings and as required.
- Represent the organisation at external events.
- Support other events across the organisation's wider programmes.
- Support with gathering information to evaluate the organisation's activities and impact.
- Together with staff-team, develop, implement and monitor high-quality service standards throughout Venture Arts.
- Carry out all tasks following best practice and organisational action plans.
- Uphold the core values of Venture Arts and operate by them.

- Undertake any other duties that the Director may reasonably require in connection with the position.

This post requires ad hoc evening and weekend work to support events and exhibitions.

The role is based at our studio, with very limited opportunity for working from home.

The successful applicant will be required to undergo an enhanced DBS check due to the nature of the work.

This job description is a guide to the nature of the work required. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and line manager as required.

Person Specification

Essential criteria: general experience, strategy, planning and campaign management

- Experience of working in the arts, charity and/or cultural sector.
- Experience of developing and implementing marketing and communications strategies.
- A proven track record of developing and delivering successful marketing campaigns.
- Experience of audience development and engagement projects.
- Experience of working with press/ media and securing coverage.
- A proven understanding of brand development and consistency across platforms.
- Experience of compiling monitoring and evaluation information for funding and stakeholder reports.
- Excellent admin, planning, time management and organisational skills.
- The ability to successfully manage multiple priorities and work under pressure to deadlines.
- A high level of accuracy and attention to detail.

Essential criteria: digital and content skills

- Experience of planning, creating and scheduling digital and social media content.
- Strong copywriting and editing skills with the ability to craft compelling and creative stories for a range of audiences.
- Video editing and picture editing skills.
- Experience of using website content management systems (e.g. Mailchimp).

- The ability to use digital analytics tools to monitor performance and improve campaigns.
- Excellent IT skills, especially with using Microsoft 365 applications.

Essential criteria: communication and collaboration

- Excellent inter-personal and communication skills.
- The ability to build strong, positive working relationships with colleagues, artists, partners and stakeholders.
- Excellent writing skills, including editing and condensing information for different audiences.
- Experience of producing accessible written communications.

Essential criteria: values and approach.

- Ability to work respectfully and effectively with people with a wide range of experiences, access needs and communication styles.
- A commitment to championing accessibility and representation in communications.
- A bright, positive and motivated team player.
- Reliable, professional and trustworthy.
- The ability to adapt to change and be flexible.
- Able and willing to work evenings and weekends on occasion.

Desirable criteria

- Experience of working with learning disabled and neurodivergent people.
- Experience supporting fundraising communications.
- Knowledge of ethical storytelling and safeguarding in communications.
- Knowledge of SEO and content optimisation for web.
- Experience of PR/media campaign planning.



Equal Opportunity

Venture Arts is committed to promoting equality of opportunity, tackling discrimination and welcoming and valuing the diversity of our communities.

Our ambition is to work to promote a more inclusive environment, which attracts all candidates and signals our commitment to celebrate and promote diversity.

We welcome applications from all suitably qualified persons regardless of their sex; religious or similar philosophical belief; political opinion; race; age; sexual orientation; or, whether they are married or are in a civil partnership; or, whether they are disabled; or whether they have undergone, are undergoing or intend to undergo gender reassignment.

We are particularly committed to supporting applications from individuals with backgrounds or social groups that are currently underrepresented in the creative industries – including those within South Asian communities (particularly Bangladeshi, Indian and Pakistani), African and Caribbean communities and Deaf and disabled people, as well as individuals from lower socio- economic backgrounds. We will support any access requirements you may have during the recruitment process and ensure that reasonable adjustments are in place as required by the Single Equalities Act 2010.

We would particularly welcome applications from people with lived experience of disability.

To Apply

- a) read the Job Pack for this post
- b) complete the application form, which can be [downloaded on our website here](#).
- c) submit the application form by email to marisa@venturearts.org by the deadline listed below.
- d) complete the anonymous equal opportunities form online at <https://forms.office.com/e/PTmf6KHqSY>

If you have enquiries, require access support, or if you would like to make an application in a different format, please get in touch with Marisa Draper at marisa@venturearts.org or 0161 232 1223 and we will support where possible.

During recruitment, the selection panel will shortlist based on how you match the person specification alongside what qualities, skills and experience you may bring to the role.

As part of our commitment to being a Disability Confident employer, all disabled applicants who meet the essential criteria for a job vacancy will be interviewed.

To be considered, applicants will need to declare that they have a disability on their application form.

If you are shortlisted for interview, we will share the interview questions with you in advance as well as information on the interview panel. We will also ask if you have any access needs for us to consider and/ or support you with.

Application Deadline and Interview Dates

Deadline for applications: 10am on Monday 17 November 2025 – late applications will not be considered.

Interviews to be held: Monday 1 December 2025.

We aim for the successful candidate to start the role at the beginning of January 2026 if possible.

