

Post	Digital Marketing Content Creator
Reporting to	Marketing Manager
Dated	August 2026
Salary range	£6,250 pro rata (£25,000 FTE)
Status	Part time: 22.5 hours per week (3 days). Fixed term – 5 months. Flexible hours including weekends/Bank Holidays/evenings

Purpose of the role

Working as part of Firstsite's Marketing and Communications team, the Digital Marketing Content Creator will play a key role in growing audiences and supporting footfall and income generation through the creation of engaging, high-quality digital content.

Working closely with the Marketing Manager, Marketing Officer and colleagues across the organisation, the postholder will capture and produce photography, video and social media content that promotes Firstsite's exhibitions, cinema, learning programmes, fundraising, commercial activity and wider organisational priorities. Using creative storytelling, audience insight and digital best practice, they will create compelling content that inspires people to visit, participate, book, donate and connect with Firstsite.

With a strong emphasis on video production, the role will build and maintain a rich library of digital content that supports Firstsite's marketing campaigns and ongoing audience engagement.

This is an exciting opportunity for a content creator looking to develop their career within the arts and cultural sector. From filming artists and exhibitions to capturing live events and creating engaging social media content, you'll have the opportunity to develop your creative and technical skills in a fast-paced, collaborative environment, producing content that helps more people discover and experience everything Firstsite has to offer.

Our Culture

OUR VISION IS: 'MAKING ART MATTER'

Our mission is to ensure art and creativity are valued for their integral role in shaping a happy and healthy society for everyone. We do this by championing creativity as a catalyst for positive change in society, celebrating everyone's imaginations as places to shape a better future and demonstrating the impact of art and galleries at the centre of everyday life.

We collaborate with people where, together, we can have the most impact and we share the results of our work with diverse audiences to influence change. We do this in three places: in our award-winning gallery, reflecting our radical region and digitally with audiences around the world. In order to do this well we have four values that help us do what we do, to the best of our abilities:

Creative – we are an art gallery! Everything we do, we aim to do creatively and in ways that surprise and delight our audiences, communities and ourselves.

Inclusive – we continuously and actively seek to identify and remove barriers to everything we do and who we do it with to ensure it is available to those who we prioritise and who seek to share what we do.

Agile – we actively seek involvement, feedback and information from our audiences and communities – especially those we prioritise - to inform what we do, how we do it and how we can improve each time we do it.

Responsible – We need to lead by example and take responsibility for doing what we do with integrity, care and urgency. This includes taking responsibility for each other as a team, being responsible for our audiences and communities and taking responsibility for our local environment and the planet.

Person specification

Knowledge and Experience

Essential

- Experience creating engaging digital content, including high-quality short-form video content, across a range of social media platforms, including Instagram, Facebook, TikTok, YouTube and LinkedIn.

- Ability to create digital content that supports marketing campaigns and audience engagement.
- Excellent written communication and storytelling skills, with the ability to create clear, engaging and accurate copy for social media.
- Good understanding of brand consistency and tone of voice.
- Good understanding of accessibility and inclusive content practices.
- Understanding of how audiences engage with content across different digital platforms.
- Experience using audience insight and digital analytics to inform content decisions.
- Experience using creative software such as Adobe Premiere Pro, Photoshop, Lightroom, Canva or equivalent tools.

Skills and Attributes

Essential

- Excellent visual storytelling skills and a creative eye for photography and video.
- Strong organisational skills with the ability to manage multiple priorities and deadlines.
- Strong problem-solving skills and the ability to adapt quickly to changing priorities.
- High attention to detail, ensuring accuracy across multiple tasks and outputs.
- Strong interpersonal skills with the ability to build positive relationships with colleagues, artists, local businesses, partners and community groups.
- Ability to learn and adapt quickly to new technologies, platforms and creative tools.
- Ability to work independently and collaboratively within a busy team environment.
- Positive, flexible and proactive approach with a solutions-focused attitude.
- Genuine commitment to equality, diversity, inclusion and community engagement.
- Interest in contemporary visual arts, film, culture and community engagement, with a willingness to develop knowledge of Firstsite's work and audiences
- Flexibility to work evenings and weekends to capture content and support organisational needs.

Desirable

- Experience working within the arts, culture, charity or visitor attraction sectors.
- Experience creating content around live events or public programmes.
- Experience using professional camera, lighting and audio equipment.
- Experience creating creative assets for paid social media campaigns.

Key Responsibilities

Digital content creation

- Capture and produce high-quality photography and video content for Firstsite's social media channels and wider marketing campaigns.
- Film and edit engaging short-form video content for platforms including Instagram, Facebook, TikTok and YouTube.
- Create engaging social media content, including accompanying copy, to promote exhibitions, cinema, learning programmes, fundraising activity, commercial activity, the Café, Shop and organisational stories.
- Develop creative digital content that reflects Firstsite's brand, values and commitment to inclusion and accessibility.
- Ensure content is optimised for different digital platforms while maintaining a consistent visual identity and tone of voice.
- Attend exhibitions, events, screenings, workshops and other activities, including occasional evenings and weekends, to capture photography and video content.
- Ensure photography and video content is captured and stored in line with Firstsite's permissions, consent and copyright processes.

Campaign Support

- Work with the Marketing Manager and Marketing Officer to produce creative digital assets that support integrated marketing campaigns.
- Create photography, video and social media content that supports audience growth, ticket sales, fundraising, commercial activity and audience engagement.
- Adapt and re-purpose digital content for different platforms and campaign requirements.
- Build and maintain a library of high-quality photography and video assets for future marketing campaigns.

Audience Insight

- Review the performance of digital content with the Marketing team to identify opportunities to improve engagement.
- Contribute creative ideas based on audience insight, platform trends and emerging digital formats.
- Keep up to date with developments in social media and digital content to ensure Firstsite's content remains engaging and relevant.

Cross-Team Working

- Work closely with colleagues across exhibitions, learning, cinema, fundraising, commercial and visitor services to identify stories and content opportunities.
- Build positive relationships with artists, partners and community groups to create authentic and engaging content.
- Provide creative input and digital content expertise to support marketing activity across the organisation.

General

- To work in accordance with all Firstsite procedures (e.g. First Aid, Fire) and attend training and meetings when required.
- To demonstrate an understanding of and commitment to the role that diversity and inclusion play in the activities of Firstsite.
- To undertake any other duties as required as part of the post.

Success measures

The success of this role will be measured through:

- Increased quality, consistency and reach of digital content.
- Improved engagement across digital channels.
- Digital content that increases awareness and engagement, encouraging audiences to visit, book, participate, donate and connect with Firstsite.
- Improved use of audience insight to inform content decisions.

In return for your hard work and dedication you'll enjoy a wide range of benefits including:

- 15 days annual leave per annum, pro rata to 6.5 days for the 5-month fixed-term contract, plus bank holidays.
- Contributory pension scheme (conditions apply)
- Tailored training and development opportunities
- Employee assistance confidential helpline
- Staff discount on some purchases from the onsite café and shop