Firstsite

Post	Marketing Officer
Reporting to	Marketing Manager
Dated	October 2026
Salary range	£25,000 gross pa
Status	Full time - 37.5 hours per week. Tuesday – Saturday. Flexible hours including weekends/Bank Holidays/evenings

Purpose of the role

Working as part of Firstsite's Marketing and Communications team, the Marketing Officer supports the delivery of creative, effective marketing and communications that attract and retain a wide range of audiences.

You'll be involved in creating and delivering marketing activities to promote all areas of Firstsite - ensuring brand consistency and accessible, engaging communications across platforms.

This hands-on role includes creating engaging content across various platforms, maintaining and updating digital assets, and contributing to the coordination of campaigns. You'll also contribute to the delivery of Firstsite's influencer and partnership activity and help ensure the accuracy and accessibility of marketing materials.

This is an exciting opportunity for someone looking to grow their marketing experience within a busy arts organisation, developing practical skills across campaign delivery, content creation and digital marketing.

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.

Knowledge, experience and skills required

- Proven track record of delivering diverse marketing activities to promote events, products and services, consistently meeting targets and deadlines (E)
- Experience managing multiple campaigns/projects simultaneously in a fast-paced environment (E)
- Knowledge of brand consistency and tone of voice (E)
- Experience planning and executing successful social-media campaigns—creating written posts, short-form video and branded assets for social media platforms including Instagram, Facebook, TikTok and LinkedIn (E)
- Experience working with WordPress or other CMS platforms (E)
- Familiarity with the latest social-media platforms and trends, and an understanding of their impact on audience engagement (E)
- Awareness of the local arts and creative-industries landscape (D)

- Prior experience in a similar marketing or communications role is an advantage (D)
- Demonstrable interest in art, film, live theatre and music events (D)
- Understanding of audience-development principles and strategies (D)
- Experience using Dotdigital or a similar email-marketing platform (D)
- Experience in photography and/or video editing (D)
- Working knowledge of marketing analytics and reporting (D)

Skills & Personal Attributes

- Excellent written-communication skills, with exceptional spelling, grammar and copywriting ability (E)
- Strong problem-solving skills and adaptability, able to respond effectively under tight deadlines (E)
- Skilled in Adobe Creative Suite and InDesign, and Canva (E)
- Strong interpersonal skills: able to build rapport with diverse stakeholders, including local businesses and community groups (E)
- High attention to detail, ensuring accuracy across multiple tasks and outputs (E)
- Able to quickly learn and adapt to new technologies and platforms (E)
- Ability to work both independently and collaboratively, prioritising multiple deadlines under pressure (E)
- Positive, flexible attitude with a proactive, solutions-focused approach to work (E)
- Genuine commitment to inclusion, equality and community engagement (E)
- Flexibility in working hours to meet organisational needs (E)

Tasks and Outputs

Key Responsibilities

Digital Content and Campaign Delivery

- Create engaging content for social media across Firstsite's activities, including written, audio, and video content in line with agreed strategies; schedule posts and track performance to inform future activity.
- Maintain and develop Firstsite's website, including creating and updating exhibition, event, campaign and blog pages, publishing, editing, and producing simple graphics where required.
- Contribute to content planning and the overall marketing calendar, ensuring timely and coordinated delivery of campaigns and outputs
- Lead on marketing for Firstsite Cinema, including delivery of the annual cinema marketing plan, overseeing the coordination of trailers, creating email campaigns, producing promotional collateral and conducting post-campaign analysis with support from the Marketing Manager.
- Produce audience and customer email communications to promote Firstsite's varied programme and offer, aligned with audience engagement plans.
- Support the Retail team by producing email communications and maintaining and developing the Online Shop, ensuring content is engaging, visually consistent, on-brand, and optimised for SEO.
- Maintain and update café marketing collateral (e.g., menus, food labels), ensuring clarity, accuracy, on-brand design, and professional presentation.
- Support the preparation and execution of marketing activity for events and exhibitions, producing and preparing materials such as posters, flyers, signage, and email content, ensuring all materials and communications are aligned with campaign plans.
- Stay up to date with relevant marketing trends, strategies and developments in the arts and culture sector.

Audience Engagement and Listings

- Support the delivery of Firstsite's influencer and partnership strategy, including identifying and reaching out to local groups and organisations to increase awareness and engagement with Firstsite's programme.
- Support the collection and upload of audience and participation data, ensuring records are accurate and reporting requirements are met.
- Support audience database management, ensuring data is accurate, segmented appropriately, and used effectively for targeted communications.

Brand and Accessibility

- Contribute to the accessibility of Firstsite's marketing output, including image captioning, video subtitling, and reviewing content to ensure inclusive language and representation.

- Organise and maintain Firstsite's marketing image library, including consents, formatting, and captioning for press, online, and internal use.
- Act as a brand advocate, ensuring materials and messaging align with Firstsite's tone of voice, visual identity, and inclusion values.

Customer and Internal Communications

- Monitor and respond to incoming queries via social media, and online reviews, escalating issues or feedback to relevant teams as required.
- Support internal communications, including providing updates and information to the Front of House team and volunteers about upcoming events, exhibitions, and visitor experience developments.

Team Operations and Administration

- Provide support with administrative tasks such as raising purchase orders, processing invoices, and supporting the production of printed marketing materials (flyers, posters, guides).
- General administration tasks relating to role with the Marketing and Comms team.

General

- To work in accordance with all Firstsite procedures (e.g. First Aid, Fire) and attend training and meetings when required.
- Take an active role in the cross-organisation working groups
- 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.

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

- 25 days annual leave plus bank holidays per annum
- 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