



Marketing Officer

Join the team!

Join our team and be part of something amazing!

At Brewery Arts, we are all about creating inspiring, unforgettable experiences that bring people together through music, film, theatre, and creativity. From showcasing local and global talent to empowering all ages through our learning programme, we're proud to be Kendal's creative hub—making the arts an exciting part of everyday life and helping our community thrive.

Promote award-winning cultural cinema, captivating theatre and contemporary music.

The role

Deliver effective marketing for the year-round programme of cinema, live events, creative learning, fundraising, hires and hospitality at Brewery Arts, as part of the marketing team.

You will ...

- Provide daily assistance to Head of Marketing in delivery of marketing across all departments, working collaboratively with the Marketing Assistant and Freelance Music Marketing Officer.
- Manage our marketing output, including the creation of engaging content (video, photography, and reels), and the production of regular e-newsletters and blog posts.
- Ensure the website is up-to-date and regularly refreshed, including adding events, activities, and news items.
- Manage all social media platforms, deliver effective Meta (Facebook and Instagram) advertising campaigns, monitor performance; stay up to date with the latest trends and report back to the department.
- Develop and implement audience-focused B2C marketing strategies in collaboration with the Head of Marketing.
- Take detailed notes during weekly marketing meetings, track action items, and oversee task coordination.
- Assist with the planning and coordination of events.
- Ensure all promotional print is up to date and scheduled, liaising with external agencies and companies where appropriate.
- Draft and distribute press releases and assist in tracking coverage, in collaboration with Head of Marketing.
- Uphold and champion the Brewery Arts brand, ensuring brand consistency across all communications.
- Support the organisation with relevant information on marketing campaigns, audience development and sales.
- Work with external graphic designers and printers to ensure all materials are sourced competitively and delivered within budget.
- Attend some key industry and training events that directly relate to the role.
- Support the collection of customer surveys and assist with reporting and data collection.
- Work in accordance with all company policies including Data Protection, Equality & Diversity and Health & Safety.

This list is not exhaustive. The organisation may amend your duties. There may also be occasions when you are required to undertake additional tasks to meet the needs of the business.

It's all about you...

We welcome applications from anyone who can demonstrate how they meet the criteria for the role. We especially welcome and encourage applications from people with backgrounds currently under-represented in our organisation, particularly people who are Black, Brown or minoritised, LGBTQIA+, or disabled.

Our live programme brings the world to Kendal.

Essential

- Two years' experience in a marketing role.
- A flair for content creation – from eye-catching videos to engaging copy.
- Experience with B2C marketing campaigns.
- Managing digital platforms, including social media and content management systems (CMS).
- Experience in email marketing to boost customer engagement.
- Worked on advertising, press, and PR campaigns.
- Managing campaigns across all major social media platforms.
- Excellent written and verbal communication skills.
- Great at proofreading and producing high-quality content.
- Strong organisational and time management abilities.
- Good working knowledge of Microsoft Office.
- High attention to detail and accuracy.

Desirable

- Knowledge of Meta Business Suite and running paid social media ads.
- Previous experience working in a busy arts or entertainment venue.
- Strong knowledge of Canva and Adobe software.
- Photography and video skills.
- Relevant qualifications or training in marketing.
- Familiarity with tools like Mailchimp or Dotdigital.

Personal Qualities

- Able to manage multiple projects and deadlines in a fast-paced environment.
- Ability to work well on own initiative and as part of a team.
- Enthusiastic about what we do at Brewery Arts and excited to share that with others.
- Eager to learn and grow – both personally and professionally. Training and development opportunities are provided as part of the role.
- Flexible and willing to work evenings, weekends, and during festivals when needed.

Just for you...

Contract

Permanent

Pay

£27,580 per annum

Hours

40 hours per week. Occasional evenings and weekends.

Reports to

Head of Marketing

Notice Period

4 weeks

Holiday Entitlement

6 weeks' holiday per annum, rising to 7 weeks after 3 years'.

Pension

You will automatically be entered into the Group Personal Pension Plan and contributions are matched by the company.

The Perks

- Up to 2 days remote working - after a period of training.
- Complimentary tickets for events and cinema for staff + one
- Discount on food for staff + one.
- FREE parking while at work.
- FREE Employee Assistance Programme.



**Brewery
Arts**

Join the team!

- Application deadline is 8 July 2025
- Complete the application form [here](#)
- Download the Diversity Monitoring form [here](#)
- Email your application to recruitment@breweryarts.co.uk

We can't wait to meet you!