



# **SENIOR MARKETING OFFICER**

**JOB PACK**

**wacarts.co.uk/vacancies**  
**recruitment@wacarts.co.uk**





Dear Applicant,

The Senior Marketing Officer plays a key role in raising the profile of Wac Arts to support continued growth in engagement and vital income generation.

Working across marketing, communications, and audience development, the postholder will plan and deliver engaging multi-channel campaigns that promote Wac Arts' creative opportunities for children and young people, as well as performances, events, venue hire, fundraising activities, and organisational initiatives.

This is an exciting opportunity for an experienced and creative marketing professional who is passionate about the arts, understands audience engagement, and can combine strategic thinking with excellent communication and project management skills to help Wac Arts reach more young people and communities. The role will appeal to someone who relishes the hands-on work of designing and delivering effective marketing campaigns.

For 47+ years, Wac Arts has provided a high-quality, affordable mixed Arts Programme for children & young people in and around Camden, enriching creativity from age 4, and playing a vital role in their artistic journey's. For 30+ years, we have also provided a dedicated activity for those with SEND. 1,700 children and young people participated in our programme last year alone. Our impact is rooted in strong relationships with participants and families.

We are particularly keen to hear from candidates who are currently under represented in the cultural sector, and could provide the team the diversity in thoughts, lived experiences and skillsets that match the diverse community Wac Arts serves across London.

This pack contains further information about Wac Arts and the role. If you would like to have an informal chat about this opportunity, or have any queries, please feel free to contact us on [recruitment@wacarts.co.uk](mailto:recruitment@wacarts.co.uk). I look forward to receiving your application.

Kind regards,

A handwritten signature in black ink, appearing to read 'Ann Main', with a stylized flourish at the end.

Ann Main  
Director of HR and Administration





## ABOUT THE ROLE

The role is responsible for creating compelling content across digital and print platforms, managing and developing Wac Arts' online presence, and using audience insight and data to drive engagement and growth.

The Senior Marketing Officer will work closely with colleagues across programme delivery, fundraising, and venue management to ensure consistent messaging and maximise awareness, participation, and support for the organisation.

## KEY RESPONSIBILITIES

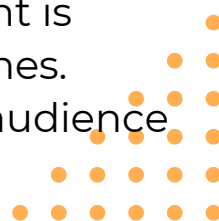
The following is an overview of the role. It is not an exhaustive list.

### Marketing Strategy and Campaign Delivery

- Support the development and implementation of the organisation's marketing and communications strategy.
- Plan, manage, and evaluate multi-channel campaigns, that promote Wac Arts' programme, performances, venue, events, and fundraising activities.
- Monitor performance against KPIs
- Identify opportunities to raise the profile of Wac Arts and strengthen its reputation across key stakeholder groups.

### Digital Marketing and Content Creation

- Lead the creation of engaging content for digital and print channels, including social media, website, email marketing, advertising, blogs, press materials, and promotional literature.
- Manage and maintain the Wac Arts website, ensuring content is current, accessible, engaging, and optimised for search engines.
- Develop and implement social media strategies to increase audience engagement, brand awareness, and participation.





## ABOUT THE ROLE

- Produce and oversee the creation of photography, video, and other multimedia content to showcase the impact of Wac Arts' work.

### Audience Development and Engagement

- Analyse audience data and insights to inform marketing activity and support audience growth, retention, and diversification.
- Develop targeted communications for young people, parents and carers, schools, partners, artists, funders, and supporters.
- Support initiatives that increase engagement among underrepresented communities.
- Monitor customer journeys and recommend improvements to enhance audience experience and conversion rates.

### Communications and Brand Management

- Ensure consistent organisational application of brand guidelines
- Act as a brand ambassador, promoting the organisation's values, mission, and impact.
- Draft and coordinate organisational communications, including newsletters, and stakeholder updates.

### Media and External Relations

- Build and maintain relationships with media contacts, community partners, cultural organisations, and influencers.
- Write and distribute press releases, media briefings, and promotional materials.
- Coordinate media opportunities and support event publicity to maximise coverage and attendance.





## ABOUT THE ROLE

### **Data, Reporting and Evaluation**

- Use analytics and reporting tools to monitor performance, audience engagement, and return on investment.
- Maintain accurate audience and marketing databases in line with GDPR requirements.
- Use data and insights to inform future planning and continuous improvement.

### **Teamwork and Organisational Contribution**

- Collaborate with programme, fundraising, and senior leadership teams to ensure coordinated communications and campaign delivery.
- Manage external suppliers, agencies, freelancers, and creative partners where required.
- Support and mentor junior staff, interns, volunteers, or freelancers contributing to marketing activities.
- Undertake any other duties appropriate to the role and commensurate with the grade of the post.





## ABOUT THE ROLE

### JOB DESCRIPTION

|                   |                                                                   |
|-------------------|-------------------------------------------------------------------|
| <b>Job Title:</b> | Senior Marketing Officer                                          |
| <b>Salary:</b>    | £32,000 per annum (depending on experience)                       |
| <b>Contract:</b>  | Full-time                                                         |
| <b>Hours:</b>     | 35 hours per week (excluding a 1 hour unpaid lunch break per day) |
| <b>Report to:</b> | Head of Development and Communications                            |
| <b>Location:</b>  | Wac Arts (Camden)                                                 |





## **ABOUT THE ROLE**

### **PERSON SPECIFICATION**

Candidates must have a clear understanding of and commitment to the aims of the Charity. Candidates will ideally possess and be able to demonstrate all or most of the following:

#### **SKILLS**

- A well organised, methodical approach with fantastic attention to detail
- Ability to work on own initiative, independently and as part of a wider team
- Track record of effective time-management to deliver tasks to competing deadlines
- Ability to manage conflicting priorities in a busy and vibrant workplace
- Exceptional communication skills (both written and verbal)
- Able to build and maintain good relationships with people at all levels
- Excellent writing skills

#### **EXPERIENCE AND KNOWLEDGE**

- Experience in SEO and Google Ads, as well as platforms such as: Wordpress, Mailchimp, Hootsuite, and Google Analytics
- Content production skills for photo, video and audio (utilization of tools such as Canva, Illustrator and/or Photoshop)
- Budget management and delivery to budget

#### **ATTITUDE AND APPROACH**

- Interest in, combined with the ability to communicate enthusiasm for Wac Arts' work and ethos





## ABOUT THE ROLE

### ATTITUDE AND APPROACH

- Approachable, personable and confident manner
- Self-motivated and results driven
- Collaborative
- Problem solver

### OTHER USEFUL SKILLS, EXPERIENCE AND ATTRIBUTES

- Experience of working in the arts, cultural, youth or charitable sectors.

This role requires an enhanced DBS clearance, which we will arrange for the successful candidate.

The role involves regular evening and weekend working in line with the timetable for the Arts Programme and Events.





## HOW TO APPLY

Wac Arts are committed to the equal treatment of all current and prospective employees, starting with our application process.

We have implemented an anonymised shortlisting process. All applications must be submitted via our [online application form](#). Your application will then be anonymised for the screening stage.

You are unable to save the application as you work, so we recommend you prepare answers to the questions in advance.

You can access a copy of the application questions from our [website](#). We also accept audio recordings (MP3 file) or a video application of up to 3-4 minutes (MP4). If you prefer to apply using one of these formats, please contact us at [recruitment@wacarts.co.uk](mailto:recruitment@wacarts.co.uk) for assistance.

**Application deadline:** End of day **Monday 19<sup>th</sup> October 2026**

**Please Note - Interviews:** *We will evaluate applications as they come in, and interview candidates on a rolling basis. We may offer the role prior to the closing date, reserving the right to close this advertisement early. We encourage interested individuals to submit their applications promptly.*

If you would like a version of this pack in an alternative format (e.g. large text), please feel free to contact us and we will do what we can to support your request.

Please call 020 7692 5800 or email [recruitment@wacarts.co.uk](mailto:recruitment@wacarts.co.uk) using the subject heading "Senior Marketing Officer"





## HOW TO APPLY

### EQUALITY

As an equal opportunities employer, Wac Arts is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy or maternity, race or ethnicity, religion or belief, gender identity, marriage or civil partnership.

We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join Wac Arts. We are looking for interest from people who reflect the diversity of London and the communities we serve.

At Wac Arts we strive to be a leader in diversity and inclusion. Reducing inequality is the cornerstone of our mission. It is vital that we understand the diversity of our own organisation accurately and at all levels.

As such, we would like to ask you to complete the optional form [here](#).

### DBS STATUS

The successful applicant will be required to undertake a Disclosure and Barring Service (DBS) Enhanced Disclosure and appointment to this post is subject to Wac Arts being in receipt of a satisfactory DBS Disclosure, under section 115 of the Police Act 1997. We will arrange this for the successful candidate.





## **ABOUT WAC ARTS**

### **MISSION**

Nurture children and young people's creativity through the arts.

### **VISION**

- An organisation that is nationally recognised for its expertise in providing accessible arts provision, and for playing a significant role in the creative journey of children and young people.
- An organisation for, by and with communities to engage, enhance and elevate youth arts.

### **PURPOSE**

To provide access to arts for children and young people, particularly those who are experiencing barriers to participation.

### **GOALS – 2024-27**

- Continue to provide an affordable arts programme for children and young people, irrespective of their background or abilities.
- Further develop the young company offering in place as part of the arts programme.
- Continue to provide Continuing Professional Development opportunities for teachers, young artist practitioners and those who engage with children and young people in the arts.
- As custodians, manage the upkeep of the Old Town Hall building as a community asset.
- Continually develop an organisational culture that promotes the charity's values and principles of inclusion, collaboration, and staff development.
- Be a financially resilient and sustainable organisation.