MARKETING OFFICER

Location: The Music Works Hub, Gloucester / Hybrid

Contract: 12-month fixed-term contract from the appointment date, with the possibility of extension.

Hours: Part-time, 22.5 hours (3 days per week)

Salary: £14,870 (Full time equivalent £24,785 per annum)

Report to: Head of Marketing

Closing Date: 3rd June 2026 at midnight, although short-listing will be on a rolling monthly basis, and we reserve the right to close recruitment early if the right candidate is found.

About the role

We're seeking an ambitious and enthusiastic **Marketing Officer** to join our team in a coordinator role, supporting the delivery of our digital, print and communications activity to reach and engage audiences.

The Music Works is a Gloucestershire charity that transforms young lives through music. We're specialists in working with young people in challenging circumstances, reaching over 4,000 young people a year across schools, music hubs in Gloucester and the Forest of Dean, and our Creative Careers programmes. Our approach is youth-led, with young people involved at every stage of planning and delivery.

The Marketing Officer will play an important role in the successful functioning of the Marketing Team. Core responsibilities will include delivering content across our website, email marketing and social media channels; supporting the production and distribution of print materials; monitoring and reporting on audience data to optimise campaigns.

This role would suit someone at the start of their marketing career who is eager to learn across a broad range of disciplines, ready to get hands-on, and motivated by work that makes a real difference to young people's lives.

Key Responsibilities

Digital Marketing

- Create and update content across website, and occasionally on social media channels (e.g. Instagram and Facebook stories) and email marketing.

- Update the website, including adding events and programme pages and making edits as needed.
- Schedule always-on content in Hootsuite in collaboration with the Content Manager.
- Become a confident user of website CMS (e.g. Beacon), CRM/box office system, email marketing system (e.g. HubSpot potentially changing to Mailchimp), and social media management platform (e.g. Hootsuite).
- Support the Content Manager to maintain a digital archive of photos and videos.
- Prepare and design newsletters with guidance.

Print Marketing

- Proofread for larger pieces of print (e.g. brochures) and design supplementary print yourself (e.g. leaflets and posters).
- Order print materials and ensure flyers are restocked at the hub and with partner organisations.
- Manage distribution of internal and external marketing print.
- Ensure all digital and print displays in venue are up to date and impactful.

Press & Media

- Support with distribution of press releases and media packs.
- Keep a record of press and media coverage.
- Assist with the organisation of press views, photocalls and interview opportunities.

Data & Analytics

- Monitor and report on data and analytics, including social media performance and sign-in app metrics.
- Monitor, evaluate and report on activity using data from CRM/box office system, Google Analytics, social media and email marketing analytics to optimise campaigns and inform future strategy.
- Support with obtaining media permissions for beneficiaries.
- Maintain and develop contact database, maximising data capture opportunities.

General

- Maintain records of feedback & evaluation from young people through our data capture system
- Prepare event packs for the team.

- Implement brand guidelines and advise colleagues and partners on use to ensure consistent application.
- Research new audience groups and communities and develop targeted communication campaigns.
- Ensure all digital and printed marketing materials are accessible and inclusive.
- Support internal staff communications across the organisation.
- Represent the organisation at events and provide support where needed.
- Keep up to date with best practice and trends in marketing and communications.
- Provide communications support for fundraising campaigns and contribute to funding applications and reports.
- Be committed to putting young people at the heart of everything we do
- Promote and comply with all our policies and practices
- Undertake any other reasonable duties, commensurate with the level of the post to ensure the smooth running of the charity

Person Specifications – Essential Requirements

- Experience in a marketing, audience development or communications role – preferably within the arts, heritage, charity or similar sector.
- Experience of creating content for and updating website content management systems (e.g. WordPress, Squarespace) and social media channels (in particular, Facebook, Instagram, LinkedIn, YouTube).
- Experience of creating and delivering email campaigns and newsletters using email marketing software (e.g. Mailchimp or HubSpot).
- Experience of using social media management platforms (e.g. Hootsuite) to schedule and manage content.
- Understanding of brand management and experience of implementing brand guidelines effectively.
- Evidence of commitment to continued professional development.
- Experience of analysing audience data (e.g. from CRM/box office system, email marketing system, Google Analytics, social media analytics and sign-in apps) to inform campaign planning and reporting.
- Confident user of Microsoft Office, including Word, Excel, Outlook and PowerPoint.

Person Specifications – Desired Skills & Attributes

- Knowledge of data management using a database or CRM system (e.g. Beacon, Spektrix or similar).
- Professional knowledge of design and video editing software (e.g. Adobe InDesign, Photoshop, Canva)

- Experience of marketing fundraising campaigns
- Experience of implementing EDI initiatives through marketing

Benefits

- Pension at 3% of basic salary
- Flexible working
- Staff training and development opportunities
- Cycle to work scheme (shower facilities at Gloucester hub)
- Enhanced Maternity policy
- Wellbeing and social programme for staff
- Annual leave entitlement: 22 days plus bank holidays
- All the days between Christmas and New Year
- Your birthday off
- Additional unpaid leave by request
- Access to Perks at Work
- A passionate and committed staff team with an inclusive working culture

To apply

Please submit your current CV and a detailed cover letter explaining how you meet the person specification and your previous experience in line with the role responsibilities

Send your application to recruitment@themusicworks.org.uk by 3rd June 2026, midnight. If you have any questions about the role, please feel free to contact us.

The use of AI tools (e.g., ChatGPT or similar) is permitted in the application process. However, we advise against copying and pasting answers from AI tools, as this often results in generic responses. We encourage you to showcase your own experiences, voice, and style in your answers and note that this is particularly important given the communication expectations of this role.

Diversity and inclusion are at the heart of our organisation, and we promote equal opportunities. We believe this can be achieved through attracting, developing, and retaining a diverse range of staff from many different backgrounds who reflect the community we serve. We encourage applications from all backgrounds.

We use positive action under section 159 of the Equality Act in relation to disability or race. This means that if we have two candidates of equal merit in our process, we will seek to take forward the disabled, or global majority candidate in order to diversify our staff team.

In line with The Music Works safeguarding policy, this job is subject to enhanced DBS checks and satisfactory references.