

the Albany



MARKETING AND COMMUNICATIONS MANAGER

Recruitment Pack

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TERMS AND BENEFITS

WHAT WE ARE OFFERING

Job title:

Marketing and Communications Manager

Salary:

£33,000 per annum, pro-rata

Contract:

Permanent; flexible working negotiable; minimum of 50% office-based working.

This role is offered part-time (0.6 or 0.8). Duties may be adjusted depending on the hours worked.

Responsible to:

Head of Marketing and Communications

Responsible for:

Interns and freelancers



We were shortlisted for the
Art Explora Academie des
Beaux Arts Award 2023

Championing new forms of
audience engagement and
participation in the arts.

Key Contacts:

Creative and Engagement Programme team,
Business and Development, Deptford Lounge, FOH,
Operations and Production team, freelance
producers and promoters.

Benefits include:

- 25 holiday days per annum, plus bank holidays
- Complimentary tickets to Albany performances
- Albany café discount
- Training and development opportunities
- Health and wellbeing support
- Hybrid and flexible working policy
- Access to interest-free season ticket loan and cycle scheme partnership.

HOW TO APPLY

We are looking forward to receiving your application form via our [online platform](#), before the deadline of:



Timelines

Application deadline:

Tues 23 September, 10am

First interviews:

Wednesday 1 or Thursday 2 October

“The Albany is a perfect example of a community space; a real hub of something for everyone” Resident organisation

Feedback

We will be in touch with all candidates regardless of whether you have been shortlisted or not, but the timing of this will depend on the current status of your application.

All applicants who attend an interview will be offered individual feedback. For those not selected for interview, we can provide, on request, a short summary of what we found that the strongest applications had in common, which we hope will help you with future job applications.

OUR HIRING POLICY



The Albany aims to encourage a culture where people can be themselves and be valued for their strengths. It's important to us that our team represents the same diversity of audiences and artists we welcome into our venues every day.

We have a dynamic and flexible internal culture that gives employees control over the way they work and supports wellbeing. We will be as flexible as we possibly can be when supporting staff to balance their work and their personal lives. We are keen to have a conversation to find practical solutions to accommodate candidates' own situations whilst meeting the needs of the organisation.

You may not have worked in a cultural organisation before, perhaps you have worked in music, events, in management & leading teams – these are all very transferable contexts. We are keen to hear from a diverse range of candidates from all backgrounds, drawing on different perspectives, experience and knowledge.

We particularly encourage people to apply who have lived experience of the Black and Global Majority communities we serve. The Albany will offer an interview to anyone who identifies as a person who is D/deaf or disabled who meets the essential criteria.

If you would like support to think about how your experience is transferable to this role; or would like to ask us practical questions about the organisation, role or the recruitment process, you can book a confidential conversation with our recruitment contact.

We believe in fair recruitment. We will ensure everyone who wants to be a part of the Albany has the resources and confidence to apply. Feel free to contact us online, over the phone or in person if you need further assistance, or require the recruitment pack or application in a different format.

Recruitment contact: Ceri Ellen Payne

☎ 020 8692 4446 ext.206

✉ vacancies@thealbany.org.uk

ABOUT THE ALBANY

The Albany is a performing arts centre that exists to inspire, develop and support creativity in South East London. With year-round activities and events including award-winning programmes for young creatives and adults over 60, music, theatre, and family performances, our work is led by the talent and imagination of our local communities.

The Albany is an incubator for new ideas and initiatives. We are home to more than 20 incredible resident organisations and are a hub for the next generation of talent – from our weekly takeovers for 12-24 year olds' to our youth music project, REZON8.

We aim to foster a welcoming and inclusive space where everyone is inspired to get creative, and where artists are supported and developed, in part through programmes such as our Associate Artists, Artist of Change and Creative Communities Membership schemes. Our Community Council places local people at the heart of our programming and decision making.

After the momentous delivery of We Are Lewisham, London Borough of Culture 2022 – for which the Albany was lead producer – we were appointed as Lewisham's first Anchor Cultural Organisation. Whilst our work is centred in Deptford and Lewisham, our influence is also felt nationally and internationally. We are lead partner of Fun Palaces and a founding member of the Future Arts Centres network. Our co-creation work has been nominated for major international awards and our Artist of Change project – where artists are embedded in local communities – has been replicated in arts centres across Europe.

In 2024:



We welcomed
35,000 audience members
to **227 events**

We worked with
386 artists
1300 young people

OUR VISION

The Albany is the engine room for people to reach their creative potential, tell their stories and define their own culture.

Together we will inspire new possibilities for positive change.



OUR VALUES

Open and welcoming

We foster an inclusive space, both physically and culturally, where anyone can feel welcome and heard.

A home for ideas, creativity and action

Everyone has the potential to be creative. We believe that creativity can make real change for individuals and on urgent issues around social justice and the climate crisis.

Committed to representing the extraordinary creativity and diversity of Deptford and Lewisham

We are deeply rooted in Lewisham and South East London. We advocate for its residents, representing the diversity of our borough and the voices of Black and Global Majority people.

Responsive and Flexible

We're co-operative, willing to listen and adjust our approach according to the task in hand. We love seeing amorphous ideas become reality.

A connector of people

We put our communities at the heart of any process. We share our knowledge to shape change and create something better for everyone.

Adventurous and ambitious

We believe that a sense of adventure is essential to achieving our vision. While we are rigorous in our approach and celebrate our successes we're not afraid to try something new.

"The Albany has had a real impact on my life. I've been given a lot of opportunities to grow and explore what I want to do as an artist."

Youth programme participant

CONTEXT OF THE ROLE

The Marketing and Communications Manager will play an important role in helping the Albany to build and engage audiences across Lewisham, London and nationally.

You will support us in the roll out of our Creative Strategy, helping to develop an audience engagement plan which reaches participants from across the spectrum of our local communities and communicates transparently the ways in which local people can get involved with the Albany.

You will lead campaigns to drive attendance of our varied live performance programme across multiple art forms including music, spoken word, comedy, interdisciplinary work and work for children and families. You will also create and implement marketing plans for our engagement projects, including our Youth Programmes and award-winning Meet Me programme, and help to tell the Albany's story more effectively.

You will be responsible for maintaining relationships with visiting companies and artists, as well as acting as a lead contact internally, providing proactive updates on sales and campaigns.

We are looking for an experienced arts marketer, who is strategic, creative, organised and comfortable managing multiple relationships. You will be passionate about the arts being accessible to all, and be excited about working across multiple art forms and projects.



[Read about our Creative Strategy.](#)

[Download our Impact Report](#)

PURPOSE OF THE ROLE

- To act as a central point within the Marketing and Communications team, overseeing the smooth roll out of communications across web, email, social and print.
- To support the Head of Marketing and Communications on the delivery of the Albany's mission, vision and values both externally and internally, and to deputise for them when required.
- To act as a lead point of contact both internally (e.g. for Front of House, Programming and Engagement teams) and externally (for Visiting Companies, Artists and Promoters), ensuring all stake-holders are kept informed of marketing plans, progress and timelines.
- To lead on campaigns for the Albany's programme of events, driving attendance and ticket sales, and ensuring sales targets are met.

"The Albany holds community at its heart and the warm, welcoming atmosphere extends to everyone."

Visiting company feedback



MAIN OBJECTIVES

Marketing

- Lead on the delivery of specific marketing campaigns across a range of live events including theatre, music, spoken word and family shows, as agreed with the Head of Marketing and Communications.
- Support the Head of Marketing and Communications in the roll out of ticket releases; liaising with partners, artists and visiting companies to collate assets and managing timelines for print production and distribution.
- Act as a lead point of contact for partners, artists and visiting companies; ensuring they are kept up-to-date with campaign progress and ticket sales.
- Support the Head of MarComms in developing a campaign for the annual Christmas show, including outreach to local schools, community groups and families.
- Manage campaigns for events happening at Deptford Lounge, designing a plan for their social media and audience communications.
- Support the Head of MarComms in implementing an Audience Development plan for our Creative Strategy, ensuring our work is reaching diverse audiences and leading on Audience Development and outreach for specific projects.
- Champion the Albany within our local community, supporting communications for our outreach and engagement work and seizing opportunities to communicate what we do at market stalls, events and other opportunities.
- Monitor campaign progress and success, and lead on tracking social media and email stats against targets. Act as a data champion and make suggestions on how we can adapt and improve.
- Manage the monthly email newsletter schedule, writing and designing monthly newsletters and monitoring results.

- Manage the social media schedule, taking the lead on organic content creation and managing paid advertising delivery and spend.
- Work closely with Albany Young Creatives and Associate Artists, offering guidance on promoting their events, sharing skills and collaborating on content creation.
- Be a digital champion within the organisation, overseeing the creation of digital content, monitoring web analytics and SEO, and keeping an eye on new platforms and trends.
- Support the Business Development team with campaigns to drive earned income, including promoting the cafe and spaces available for hire, and recruitment for our Creative Communities Membership scheme.
- Working with the Head of MarComms, support fundraising initiatives including promoting individual giving and coordinating stakeholder communications and invitations to events.

- Work closely with the Visitor Services team to manage audience communications for events, design outreach offers and build reports on our ticketing platform, Spektrix.
- Support the Head of MarComms in managing internal communications, including the distribution of a monthly staff newsletter.
- Ensure the Albany website is kept up to date, including building event pages, writing news & blog content, and liaising with other departments to ensure information is updated in an accurate and timely manner.

Press and Communications

- Write and distribute press releases about the Albany's activity.
- Develop good relationships with local and industry press, and act as an initial point of contact, responding to enquires for images, interviews and reviews.
- Manage and issue invitations to press nights and stakeholder events.

General

- General administration support for the marketing team, including scheduling pre- and post- show emails and management of the print and digital archive.
- Line manage and oversee the work of interns and freelancers, when necessary.
- Manage and record campaign spending, keeping within budgets and adhering to the Albany's financial policies and procedures.
- Deputise for the Head of Marketing and Communications, attending meetings and events when required.
- Attend events and activities at the Albany, Deptford Lounge and elsewhere when required.
- Keep abreast of industry and marketing trends, attending industry events and arts performances as agreed with the Programming team and Head of MarComms.
- Build and maintain excellent relationships with colleagues within the organisation and external partners and stakeholders.
- Support and advocate for the Albany's mission and values.
- Work within the Albany's Health & Safety, Environmental Sustainability, Equality and Diversity, Data Protection and Safeguarding policies.
- Participate in evaluation of Albany projects and events, through our Most Significant Change process.

REVIEW ARRANGEMENT

The Albany is a fast-developing organisation, and it is to be expected that this post may change and evolve over time. Changes to the role will be subject to periodic review in consultation with the post holder.

PERSON SPECIFICATION

WHAT WE ARE LOOKING FOR

Essential

Attributes and experience:

- A high level of demonstrable marketing experience, ideally in an arts environment.
- Knowledge of, and enthusiasm for, implementing community engagement schemes.
- Able to work independently, taking ownership over campaigns, and collaborating with other members of the team when needed.
- A positive, calm and professional attitude, and confidence in building relationships with internal and external stakeholders at all levels.
- Confidence communicating directly with audiences, schools and community groups.
- Experience managing budgets and working to targets.

“The Albany is a space where creativity isn’t rushed but allowed to evolve, where the process is just as important as the end result.”

Associate Artist

- An understanding of GDPR processes and best practice.
- An enthusiasm for and understanding of the ethos and objectives of the Albany.

Skills:

- Strong organisational skills, with the ability to plan ahead, create and manage schedules, work to tight deadlines and prioritise.
- Excellent digital skills and experience creating engaging content for multiple channels.
- Excellent IT skills and experience with Canva and Photoshop as well as all office packages: 365, Outlook, Teams.

- Excellent copywriting skills, with an eye for detail, tone of voice, accessible language and adapting copy for different audiences.

Desirable

- Experience working in a venue, alongside colleagues in Front of House, Engagement and Programming.
- Experience using Spektrix or a similar ticketing system.
- Experience using Artifax or a similar event management software.
- Experience using Craft or a similar website CMS.
- Knowledge of the arts scene in South London and beyond.





We're looking forward to hearing from you.

We welcome feedback about how you found your recruitment journey with us - you can contact us at: vacancies@thealbany.org.uk.



the Albany



The Albany, Douglas Way, SE8 4AG
The Albany is a registered charity number 1112521
    @TheAlbanySE8 | www.thealbany.org.uk

phf Paul Hamlyn
Foundation



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**ARTS COUNCIL
ENGLAND**

