



The Little Keep, Barrack Road, Dorchester, Dorset DT1 1SQ
01305 269512
www.artsreach.co.uk | info@artsreach.co.uk

Marketing & Communications Officer

About Artsreach

Artsreach is Dorset's touring arts charity, presenting a programme of professional theatre, dance, music and participatory activity in rural communities of the county. Supported by Dorset Council, Artsreach is also part of Arts Council England's National Portfolio, and celebrated its 35th Anniversary in 2025.

Since the launch of its first programme in March 1990, Artsreach has been committed to working with volunteers across Dorset to overcome the barriers of rural and social isolation by providing communities with access to professional arts events, firmly believing that engagement enriches quality of life.

About this Role

We are seeking a highly motivated, creative and strategically minded individual who shares our passion for widening access to the arts, and who has the experience and skills to lead the development and delivery of all marketing and communications activities.

The **Marketing & Communications Officer** will play a key role in raising the profile of Artsreach. By immersing yourself in our communities, our programme and the stories behind our work, you will create compelling content and build narratives that effectively communicate who we are and the impact we make to audiences, artists, funders and partners.

You will lead the planning and delivery of audience-focused marketing and communications activity that increases awareness and strengthens engagement. This includes developing clear communications strategies, producing compelling digital and print content, and managing press, social media and other digital platforms.

A key part of the role is storytelling: gathering data, case studies and evidence of impact from across our programmes, and shaping these into accessible, persuasive communications that speak to the needs of our audience, volunteers, supporters and funders. Working closely with the team and our volunteer promoter network, you will ensure that our activity is visible, our messaging is consistent, and our unique contribution to rural communities is clearly understood.

Working within a small team can at times be highly pressurised, so we require someone who can adapt quickly and contribute positively to a supportive and collaborative working culture. This role will suit an individual with strong experience in cultural marketing, who can bring fresh ideas, confidence with digital tools, and a commitment to widening access to the arts across rural communities.

Key Responsibilities

Marketing, Communication & Campaigns

- Develop, plan and deliver a dynamic, multi-channel marketing strategy.
- Lead day to day delivery of marketing and communications across social media, email newsletters, website, print and press.
- Create, curate and publish high quality, engaging content tailored to different audiences.
- Develop and maintain a consistent, engaging organisational tone of voice.
- Manage and update website content and backend systems as required, with training where needed.
- Plan and deliver seasonal, targeted campaigns to increase awareness and engagement.
- Produce compelling stories, case studies, interviews and testimonials to demonstrate impact.
- Coordinate documentation of activity, ensuring images and stories are captured and stored effectively.
- Provide marketing and communications support for fundraising campaigns and donor engagement.
- Ensure brand consistency across all communications, providing templates and assets for partners as required and crediting funders and partners as required.

Audience Development, Data & Evaluation

- Manage and grow GDPR compliant mailing lists and audience databases.
- Use insights and analytics to understand audience trends, improve engagement, strengthen the organisations online presence and digital reach, and develop new audiences.
- Evaluate marketing activity and project impact, producing internal and external reports
- Support audience survey delivery, data input and analysis
- Compile statistics, feedback, stories and images to support the team with evaluations, funder reporting and annual reports.

Promoter, Artist & Community Support

- Support volunteer/community promoters to market their events effectively through digital assets, print materials and local outreach support
- Monitor box office sales and maintain routine marketing correspondence to support promoters.
- Ensure artists supply suitable, high quality digital and print marketing assets
- Support the Administrator to ensure promoters receive timely and accurate promotional materials, coordinating print distribution as required

General Duties

- Contribute to a collaborative, flexible and supportive team culture within a small organisation.
- Be a positive ambassador for Artsreach at events, meetings and public engagements.
- Develop and maintain strong relationships with promoters, artists, and stakeholders.
- Participate in professional development and training opportunities.
- Carry out other reasonable duties in line with the role and organisational needs.

Person Specification

Essential	Desirable
Demonstrable experience and success working in marketing in the cultural sector, or a similar role.	At least 2 years' experience of working in marketing in the cultural sector
Proven successful social media management experience across all social media channels, including tracking and reporting from analytics	An understanding and passion for the work, potential, and benefits of Artsreach
An understanding of how to engage audiences, promote activity and develop a case for support online	A lively interest in and knowledge of the performing arts sector

Essential	Desirable
Confident use of IT skills including a good command of Adobe Creative Suite for the creation / editing of design assets including print ready posters and flyers	Knowledge of current social media trends, platform features, and best practice
Knowledge and experience of website management	Knowledge of digital access and inclusion guidelines
Experience of working with a CRM database and email list management, including knowledge of best practice and GDPR regulations governing the use of data	Experience of the charitable/voluntary sector and in working alongside volunteers
Excellent written English, persuasive writing and proof-reading skills with the ability to craft and convey compelling messages	
Excellent organisational, administrative and numeracy skills with high levels of accuracy, diligence and attention to detail	
Ability to work independently and prioritise workload, whilst also working across a range of demands and to deliver on time to agreed targets and deadlines	
Flexibility during times of high work demand and the ability to work occasional evenings and weekends	

TERMS AND CONDITIONS

Job Title:	Marketing & Communications Officer
Term:	Part-time, Permanent contract subject to a 6 month probationary period
Hours:	P/T equivalent to 15 hours per week across 3 days minimum. Artsreach operates a 37.5hr working week. Exact working days/times negotiable, based on the majority of hours being undertaken during core office hours (9am-5:30pm). Staff may occasionally be required to work evening and weekend hours, for which employees are entitled to TOIL.

Start date:	As soon as possible
Salary:	£26,403 – £28,142 pro-rata (Scale 4, SCP 7-11), depending on experience.
Pension:	Artsreach offers a workplace pension scheme via The National Employment Savings Trust (NEST) contributing 3%, whilst employees contribute 5%.
Leave:	28 days plus Bank holidays, FTE
Place of work:	Principally the Little Keep, Barrack Road, Dorchester, DT1 1SQ; occasional site visits to venues around Dorset. Hybrid/flexible working can be discussed.
Reports to:	Executive Director
Probation period:	6 months

APPLICATION PROCESS

Application deadline: midday on Friday 8 May 2026

Decisions by: Friday 15 May 2026

Interviews: w/k commencing 18 May 2026

If you are shortlisted, interviews will take place at our office at The Little Keep in Dorchester.

The interview will be conversational in nature, with questions from the panel to guide this conversation. The interview will also be preceded by a short task, with details provided upon invitation.

HOW TO APPLY

- Download and complete the Artsreach Job Application Form, using the Guidance Notes
- Your application should set out the knowledge, skills and experience you offer set against the person specification and skills requirements in the Job Description
- Please also include up to 3 examples of previous marketing campaigns and publicity design work

Applications should be submitted by email to info@artsreach.co.uk

Please also complete our [equal opportunities monitoring form](#). It is separated from your application and is anonymous.

ACCESS

Please let us know if you have any access requirements or if you require this information in another format.