



# RECRUITMENT PACK

MARKETING MANAGER

APRIL 2026



# WHO ARE WE?

**beacon**  
arts centre

**We are the Beacon, a contemporary theatre and arts venue in the heart of Inverclyde... and a whole lot more besides.**

Beacon Arts Centre is a vibrant hub for the arts in Inverclyde, presenting outstanding performances and delivering a respected community engagement programme. The Beacon has established a strong reputation for its home-produced pantomimes, creative recovery initiatives, and youth theatre. We are now poised to grow a community of donors who share our commitment to culture, creativity, and inclusive access.



**Beacon Arts Centre**  
Custom House Quay, Greenock PA15 1HJ  
T. 01475723723 E. [info@beaconartscentre.co.uk](mailto:info@beaconartscentre.co.uk)  
[www.beaconartscentre.co.uk](http://www.beaconartscentre.co.uk)



# WE ARE THE BEACON ARTS CENTRE... AND A WHOLE LOT MORE



## OUR PROGRAMME

At Beacon Arts Centre we host a year-long programme of theatre, comedy, music, dance and musical theatre. Captivating creative activity doesn't stop there, we also have intimate performances for younger children and their families, and a range of festivals, exhibitions, classes, workshops and events.

## OUR PRESENCE

Beacon Arts Centre is managed by the charity, Greenock Arts Guild Limited, and our diverse funding base is underpinned by core grants from Inverclyde Council and Creative Scotland. We firmly believe that Inverclyde is one of Scotland's most attractive places to live and work and it also has the benefit of well-developed transport links to Glasgow and the rest of Scotland. We are proud to be part of this vibrant community and to make a key contribution to the local economy as an employer. We play a vital role in supporting local tourism.

## OUR VENUE

From our stunning location on the banks of the River Clyde, at the heart of Greenock's waterfront regeneration, our modern, purpose-built venue offers a 500-seat theatre and a 128-seat studio as well as a variety of spaces for exhibitions, meetings, rehearsals and development work. We also have superb facilities for eating, drinking and events.

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## ABOUT THE ROLE

### JOB PROFILE

The Marketing Manager is responsible for planning and delivering marketing campaigns that maximise ticket sales, audience engagement, and visibility of the arts centre's programme of shows and events.

The role focuses on promoting live performances, increasing attendance, growing audiences, and meeting revenue targets through strategic marketing, digital campaigns, partnerships, and audience development initiatives.

### KEY RESPONSIBILITIES

#### Show & Event Marketing

- Plan and deliver marketing campaigns for the arts centre's programme of performances, exhibitions, and events.
- Accountable for delivering agreed sales and audience targets.
- Deliver improved occupancy and average ticket price year on year.
- Develop targeted campaigns to drive ticket sales and maximise audience attendance.
- Work closely with programming and box office teams to identify priority shows and sales opportunities.
- Monitor ticket sales trends and adjust campaigns to improve performance.

#### Digital Marketing

- Manage and optimise website, email marketing, and social media campaigns to promote shows.
- Deliver paid digital advertising campaigns (e.g., Meta, Google Ads) focused on conversion to ticket sales.
- Use audience data and analytics to identify opportunities to improve campaign performance and audience targeting.

#### Audience Development

- Identify and grow new and diverse audiences for the arts centre's programme.
- Develop strong partnerships with producers, agencies, media and sponsors as well as local organisations, schools, and community groups.
- Internal central teams
- Deliver initiatives that increase repeat attendance and audience loyalty.
- Support the delivery of membership loyalty and donation and individual giving schemes.

#### Campaign Management

- Create and deliver campaign plans including content, schedules, budgets, and key performance indicators – using campaign management tools such as Monday.com.
- Coordinate production of marketing materials such as posters, flyers, press releases, and digital assets.
- Manage relationships with designers, printers, media partners, and promoters.

#### Sales & Data Analysis

- Track and analyse ticket sales data, audience insights, and campaign results.
- Produce regular reports on sales performance and marketing effectiveness.
- Use insights to improve future campaigns and maximise revenue.

#### Brand & Communications

- Ensure all marketing reflects the arts centre's brand, values, and artistic vision.
- Oversee communications across all platforms to ensure consistent messaging.
- Support press and PR activity where relevant.

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# MARKETING MANAGER

## PERSON SPECIFICATION

### ESSENTIAL SKILLS & EXPERIENCE

- Experience in marketing live events, theatre, music, or arts programming.
- Demonstrated ability to deliver marketing campaigns that drive ticket sales.
- Strong knowledge of digital marketing and social media platforms.
- Experience using ticketing systems or CRM databases.
- Ability to analyse data and make commercially informed marketing decisions.
- Excellent communication and project management skills.

### DESIRABLE

- Experience working in an arts centre, theatre, or cultural organisation.
- Knowledge of audience development strategies in the arts sector.
- Experience managing paid advertising campaigns.
- Familiarity with box office reporting and sales forecasting.

### KEY PERFORMANCE INDICATORS

- Increased Ticket sales and revenue targets
- Increased Audience attendance levels
- Campaign conversion rates
- Growth in mailing list and digital engagement
- Audience diversity and retention
- Familiarity with box office reporting and sales forecasting.

### WORKING ENVIRONMENT

- Fast-paced arts environment with evening and weekend events.
- Collaboration with programming, finance, technical, front-of-house/Box Office and engagement teams.

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# SUMMARY

## JOB TITLE

Marketing Manager

## RESPONSIBLE TO

Co-Director

## CONTRACT

Permanent

## HOURS / OVERTIME

37.5 per week

## SALARY

£36,147 per annum

## PROBATIONARY PERIOD

3 months

## NOTICE

One week during probationary period;  
one month thereafter.

## PENSION

There is a stakeholder pension scheme applicable to your employment. Further details are available from the HR Manager.

## HOLIDAYS

33 days

## HOW TO APPLY

### APPLY TO

Tessa Calder,  
Finance & HR Manager  
[recruitment@beaconartscentre.co.uk](mailto:recruitment@beaconartscentre.co.uk)

### ATTACHMENTS REQUIRED

1. CV (2 sides A4 max)
2. Covering letter (1 side A4 max)
3. Name and contact details of 2 referees (referees will not be contacted prior to interview)
4. Equal Opportunities Monitoring Form (available at [beaconartscentre.co.uk/work-with-us](https://beaconartscentre.co.uk/work-with-us))

### EMAIL SUBJECT HEADING

Marketing Manager

### APPLICATION DEADLINE

Friday 8th May 2026

### INTERVIEWS

Week commencing Monday 11th May 2026

### START DATE

By mutual agreement

If you would like to have an informal confidential chat about the role in advance of submitting an application, please email Tessa Calder, Finance & HR Manager, at [recruitment@beaconartscentre.co.uk](mailto:recruitment@beaconartscentre.co.uk)

Should you have any access requirements or need any reasonable adjustments to be made in order to apply for this role, please contact [recruitment@beaconartscentre.co.uk](mailto:recruitment@beaconartscentre.co.uk)

The Beacon is committed to access, diversity and representation, and we actively encourage applicants from different backgrounds and with different experiences in order to develop and strengthen the organisation, evolve our programmes, and better reflect the communities we serve.

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