



Marketing & Communications Manager

26 hours per week (may be flexible and hybrid by arrangement)

£27,500 (FTE) pro rata *Equivalent to £14.10 per hour

Job share may be considered

Application Deadline Midnight 14 September 2025

The Barn are looking for an enthusiastic, creative, curious, and analytical Marketing & Communications Manager to join the team. We are looking for someone with an innovative approach to marketing & communications and audience development with experience of developing digital content, exceptional communication skills (verbal and written) and be competent in building relationships with a range of stakeholders and partners.

We recognise that a candidate may not fill all the criteria of the job. We will consider all applications and the possibility of job share and differing hours, so please apply even if you do not feel you cover all of the skills & experience.

About Us

The Barn, a not-for-profit arts centre in rural Aberdeenshire, has operated since 1994. Evolving from a volunteer-run group, it now employs full - and part-time staff alongside 40+ volunteers. For 30 years, the Barn has promoted visual arts, theatre, music, film, and contemporary crafts.

At the Barn, we prioritise collaboration between participants and creative communities to deliver high-quality artistic experiences. Our creative focus explores how people respond and adapt during ecological challenges, reflecting the interests of local artists and communities.

Main Purpose of the Post

To research, design, and deliver effective marketing tools and strategies that will increase audience and participant numbers in our public programmes and raise awareness of the Barn.

Work in collaboration with the team to create and develop story-led, creative, visual material that supports [key projects](#) within the Barn creative programme, including The Far Orchard and Plenty? festival. Develop graphics and artworks for internal and external use and develop a programme of engaging content for use on the Barn's digital channels in order to grow audience awareness of these projects.

In collaboration with the Senior Leadership Team, manage the Brand identity of the Barn and internal/external communication.

The post-holder will work within a small multi-disciplinary team where a positive approach to team working is vital. The Barn's operations are supported by a large team of volunteers, and the Marketing & Communications Manager will play a central role in coordinating and directing marketing support from within this team.

The Barn | Burn O' Bennie | Banchory | AB31 5QA | www.thebarnarts.co.uk | 01330826520

The Barn is run by Woodend Arts Ltd, a registered Scottish Charity SC022620

Woodend Arts Ltd is not-for-profit company, limited by guarantee, Company No. 392079



Main Duties of the Post

Marketing & Communications

- Lead the daily management of the Barn's website, print and digital channels, directing and overseeing the marketing input of other team members
- Social Media strategy development plus development and management of posts across all platforms, including Facebook and Instagram
- Support the ongoing development of the Barn's public profile through careful management of the venue's external communications and brand identity
- Development and ensuring consistent use of Brand Guidelines
- Work with the extended Barn team and partners to create interesting and engaging content for different platforms featuring the Barn's events programme and general interest stories linked to the Barn and its location
- Support the interpretation of project concepts and activities for audiences, stakeholders, partners and funders.
- Develop and deliver story-led, creative, graphics and artworks for projects including The Far Orchard and Plenty? festival.
- Regular Email marketing via Mailchimp to various audiences
- Regular Website updates and maintenance including building blogs for both the Barn and FOLD
- Support team with internal and external communications, such as volunteer newsletter, Friend's newsletter and LinkedIn.
- Creating regular adverts for the Box Office TV and pre-film
- Identifying new partners and to build good relationships with new and existing partners
- Under the guidance of the Senior Leadership Team, ensure that the Barn's Equality, Diversity and Inclusion plans and commitments are considered and reflected in work produced.

Growing Audiences

- Develop an in-depth knowledge of the Barn's Box Office system and analyse patron data in relation to informing marketing and audience development campaigns
- Lead the development and implementation of an effective marketing & communication strategy for the Barn, encompassing marketing, printed publicity, advertising, social media, press and online networking/promotional campaigns
- Build a comprehensive marketing database to support the work of the Barn
- Devise and deliver tailored Marketing campaigns for a range of identified target cultural and commercial audiences
- Manage and analyse Audience Agency post event surveys and ad hoc surveys
- Develop and review an Audience Development strategy
- Oversee the organisation's compliance with General Data Protection Regulations and requirements and provide guidance to colleagues on data matters

Press & Publicity

- Design and produce internal marketing materials and liaise with external design agencies on commissioned work
- Brief/Design posters, flyers and banners for events and organise distribution
- Manage all internal signage
- Work with the colleague and partners to produce clear, interesting and concise copy for regular press releases and feature articles, to ensure that the Barn achieves maximum media exposure.



- Develop and maintain good working relationships with local and national press contacts and to ensure that press contacts are kept up to date.
- Oversee the submission of event listings to print and online listings sites, ensuring these are kept up to date
- Recruit and co-ordinate Publicity and Marketing volunteers to assist with the local distribution of printed materials

Team Working

- Mentor and train members of the Barn team in the use of relevant internal data and marketing tools to extend the core skills base
- Co-ordinate the work of Marketing volunteers
- Liaise with the colleagues and programming partners on marketing requirements
- Support Craft & Design Manager with FOLD social media

General

- To participate in relevant team meetings
- Management of Image library and image sourcing
- Be on site when appropriate, taking relevant photographs for use online, which may require occasional weekend and evening working
- Provide relevant copy and data as required for funding applications and monitoring reports
- To support teambuilding and fundraising events as part of the wider Barn team
- To act at all times as an Ambassador for the Barn and its governing body Woodend Arts Ltd.

Skills and Person Specifications

Essential	Desirable
<ul style="list-style-type: none">• At least 2 years experience of Marketing and Audience Development work• Experience of researching, designing & developing digital content from inception to delivery• Ability to create, update and manage website content and communication platforms• Experience of working with packages such as Canva, Hootsuite and Mailchimp• A working knowledge of Adobe Illustrator, Photoshop and In-Design• Knowledge of digital platforms and experience of utilising features on social media channels• Excellent verbal and written communication skills	<ul style="list-style-type: none">• Experience of producing digital content within the arts• Experience of box office and events management systems• Demonstrable Press & PR success• Awareness of visual design and communication campaigns in the context of environmental crisis.• Experience of graphic design• Experience of creating content to brand guidelines• Knowledge of communications in relation to Equalities, Diversity and Inclusion• Relevant training or professional qualifications in audience development, marketing, and programme promotion• Degree in Art & Design• Campaign management



<ul style="list-style-type: none">• Experience of design and editing content• Keen interest in the arts• Excellent organisational skills• Excellent interpersonal skills, with the ability to engage with people of all ages/backgrounds• Ability to work under own initiative, work to deadlines, and deliver to agreed targets.• Effective team player	<ul style="list-style-type: none">• Experience of working with volunteers in a mentoring, training or supervisory role• Ability to travel independently
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Our roles are open to everyone. We encourage applications from people who are underrepresented in our organisation and in the arts and cultural sector. We recognise that a candidate may not fill all the criteria of the job. We will consider all applications, so please apply even if you do not feel you cover all of the skills & experience.

Hours

26 hours per week pattern to be agreed. Job share, differing hours and hybrid working will be considered.

Pay and Contract

£27,500 (FTE) prorate equivalent to £14.10 per hour. A 3-month probationary period will be required. 28 days Annual Leave entitlement (pro-rata to contract).

Benefits

Complimentary tickets to selected shows
Priority booking for selected events at the Barn
Automatic enrolment into the company pension scheme

To apply please email an up-to-date CV and cover letter (no more than 2 sides of A4) outlining your experience and suitability for the post, making specific reference to the job requirements and criteria. We accept applications in alternative formats as long as they cover the same information.

Application Deadline Midnight 14 September 2025

Interviews will follow shortly after the closing date and all applicants will be informed if they have been shortlisted or not.

Please send all applications to applications@thebarnarts.co.uk with the subject Marketing & Communications Manager. If you have any questions regarding your application, please either email applications@thebarnarts.co.uk or call us on 01330 826520.