Head of Marketing, Communications & Audience Development

Reports to:	Strategic Lead – Brand, Audience & Impact
Responsible for:	Senior Marketing & Communications Manager, Box Office & Audience Insights Manager and designated campaign leads
Location:	Brixton House, 385 Coldharbour Lane, London SW9 8GL
Salary:	£45,685-£57,130
Contract Type:	Full Time / Permanent - 40 hours per week including occasional evening and weekend work)

Background

Brixton House is more than just a cultural space; it is a vibrant community hub where creativity thrives, voices are heard, and everyone is welcomed and celebrated. We invite you to join us in our mission to enrich lives through the power of the arts.

Our vision is to empower the undervalued, unheard, and excluded communities through our creative and cultural spaces. We believe in creating a haven where every voice matters, where stories from all walks of life can be shared and celebrated. Our mission is rooted in the rich and influential history of Ovalhouse Theatre, from which Brixton House has emerged as a dynamic new cultural hub. We are dedicated to presenting and collaborating with voices and perspectives that are often marginalised in mainstream funded culture.

Our commitment to building a strong connection with our community is reflected in our core values:

- Always be **welcoming** to our international community.
- Be **radical** and progressive in our thinking and activities.
- Be **collaborative** in our ambitions – **nurturing** new relationships locally, and beyond Brixton.
- Most importantly, always **celebrate** our unique identity and growing accomplishments

Purpose of the role

The Head of Marketing, Communications & Audience Development leads Brixton House's marketing and communications delivery, translating brand, audience and impact priorities into campaigns that grow attendance, engagement and income.

Reporting to the Strategic Lead – Brand, Audience & Impact, you will lead departmental planning, performance and resource allocation, manage the team and delegated budgets, and oversee campaigns and season on-sales across artistic, community, commercial and development activity. You will bring creative judgement, audience insight and a collaborative approach to delivering high-quality work that reflects Brixton House's brand and values in fast-paced and growing organisation.

Responsibilities

Leadership and Departmental planning

- Deliver the strategic campaign portfolio, allocating arts, commercial and development campaigns within the Marketing and Communications Department.
- Develop the operational campaign cycles and seasonal delivery schedules from the priorities and budgets agreed with the Strategic Lead.
- Set departmental priorities and resource allocations, reviewing delivery plans maintained by the Senior Marketing & Communications Manager and resolving competing demands.
- Lead planning and performance meetings, maintain clear workflows and approval routes, and resolve delivery interdependencies working cross-departmentally.
- Motivate and line manage campaign leads, setting objectives, supporting development and holding accountability for quality, budgets and results.

Campaigns and Season on-sales

- Own responsibility for campaign portfolio delivery, workflow, campaign tiers and competing demands.

- Oversee campaign strategies and delivery of effective multichannel marketing campaigns to maximise audience attendance, brand awareness, to meet and exceed income targets across all productions, festivals, events, participation, venue hires, partnerships and fundraising activity.
- Own flagship and organisational priority campaigns, setting clear responsibilities and retaining direct delivery involvement where required.
- Set season on-sales priorities working closely with Senior Marketing and Communications Manager, Box Office and Artistic teams, establishing milestones for assets, ticketing, priority booking and public communications.
- Develop and deliver digital marketing plans within the agreed brand, audience and CRM strategies.
- Oversee campaign briefs, creative approaches, media plans and expenditure within delegated authority; ensure campaign leads maintain effective stakeholder relationships.
- Review sales performance with campaign leads and the Box Office & Audience Insights Manager, agreeing changes and sales pivots to investment, messaging, discounting strategies or channels.
- Acts as Marketing lead and oversee obligations for visiting companies, co-productions and touring activity, ensuring responsibilities and approvals are clear.

Audience Development and Insights

- Deliver the audience development strategy through measurable campaigns for acquisition, retention, repeat attendance, cross-purchase and advance booking; whilst maintaining ticket yield and income targets.
- Use audience segmentation, sales forecasts and research from the Box Office & Audience Insights Manager to inform campaign decisions, monitor performance and evaluate return on investment.
- Ensure campaign evaluations explain outcomes and future learnings.
- Work with Creative and Civic Engagement to support culturally relevant community engagement and accessible routes for new and local audiences.

- Coordinate improvements to audience communications and the digital customer journey with Box Office and FOH Operations, from discovery through booking to post-visit engagement.
- Ensure impact evidence is incorporated accurately into campaigns and reports within the agreed organisational impact and evaluation framework.

Communications, Brand and Digital

- Act as the brand champion, applying the overarching strategy, identity and tone set by the Strategic Lead across campaigns and all channels.
- Drive implementation of an integrated editorial and communications schedule, resolving competing channel demands across arts, community, commercial and organisational activity.
- Work closely with the Strategic Lead to improve digital platforms and user journeys, overseeing website user experience and accuracy, CRM email schedules, social channels and content production. Delegate delivery to campaign leads, the Marketing Officer and commissioned specialists within agreed capacity.
- Brief and manage day-to-day PR agency activity within the PR approach and commissioning arrangements agreed with the Strategic Lead.
- Oversee coordination of press nights, launches, media opportunities and campaign communications, ensuring campaign leads and suppliers have clear deliverables.
- Oversee commissioning for creative imagery and asset production ensuring quality, accessibility, appropriate permissions and usage rights, and timely delivery.
- Identify reputational risks promptly and prepare crisis communications in line with organisational policy. Escalate sensitive statements, organisational positioning and significant brand decisions to the Strategic Lead.

Income Generation and Partnerships

- Allocate planned capacity for B2B/B2C commercial and development campaigns alongside the arts portfolio, agreeing objectives and timing with the relevant departmental leads.

- Oversee campaigns for hires, café/bar activity, House Lates, fundraising appeals, sponsorship activations and other agreed propositions, measuring appropriate enquiry, conversion and income outcomes.
- Work closely with Strategic Lead to identify and escalate prospective sponsorships and strategic brand opportunities for organisational alignment.
- Coordinate delivery of secured sponsorship commitments and partnerships.

Budgets and Reporting

- Manage delegated departmental budgets and ticket income projections with Producing and Finance.
- Monitor campaign expenditure, supplier performance and return on investment.
- Report regularly to the Strategic Lead on delivery, sales performance, audiences, expenditure, capacity and risks, with recommendations for decisions.
- Deputise for the Strategic Lead on agreed marketing and communications matters and undertake reasonable duties appropriate to the post.

Person specification

Essential

- Demonstrable senior marketing experience and evidence of delivering integrated campaigns that achieve audience and income objectives, ideally within arts or cultural organisation.
- Experienced line manager, able to effectively motivate and manage team members to deliver across a busy portfolio, and support their individual development
- Organised, able to prioritise effectively and to handle multiple simultaneous tasks in a fast-paced environment
- Strong creative judgement and experience briefing designers, artists, producers and external agencies.

- Ability to translate strategy into practical plans, prioritise competing demands and make realistic resource decisions.
- Confident working with external suppliers, stakeholders and collaboratively with artists ensuring projects are managed effectively, on schedule and within budget
- Experience managing campaign or departmental budgets, forecasting expenditure and assessing return on investment.
- Strong understanding of digital marketing, CRM, audience segmentation, retention and customer journeys.
- Ability to interpret sales and audience data and turn findings into campaign decisions.
- Experience coordinating PR, content and public communications, with sound judgement about approvals and escalation.
- Excellent writing, editing, stakeholder management and attention to detail.
- A strong team player with the ability to collaborate across the organisation
- An innovator with a proven track record of introducing new ideas and ways of working
- Commitment to inclusive cultural participation, accessible communications and Brixton House's values.

Desirable

- Experience in a producing theatre, multidisciplinary venue or comparable cultural organisation.
- Experience of season launches, commercial marketing or fundraising campaigns.
- Familiarity with Spektrix, Dotdigital, Asana, Canva and relevant analytics, advertising and project management tools.
- Knowledge of Brixton and South London's communities and cultural networks.

Basic Terms and Conditions

Place of work will primarily be Brixton House, 385 Coldharbour Lane, Brixton, London SW9 8GL. The role will require flexibility to attend events, meetings and client engagements outside standard office hours where required.

How to Apply

Describe what attracts you to this position and provide clear evidence of your ability to meet the criteria outlined in the Job Description.

- Send your updated CV and cover letter to recruitment@brixtonhouse.co.uk
- Please use the below format for your cover letter:
    - No more than two sides of A4
    - Font size: 12

Closing date: 30 November 2026

First Interviews: w/c 14 December 2026

Second Interviews: w/c 11 January 2027