

SENIOR MARKETING MANAGER

Reports to Director of Audiences & Impact | £34,000 - £39,000 depending on experience

JOB DESCRIPTION

As Senior Marketing Manager at The Grange Festival, you will lead all marketing, communications, and brand activity to build audience engagement, drive ticket sales, and enhance the organisation's reputation and visibility. This is a hands-on, high-trust role that combines an analytical approach to strategy with creative flair – shaping bold, imaginative campaigns that inspire audiences and express who we are. You'll take initiative, bring fresh ideas, and deliver impactful communications that strengthen our public voice and grow our reach.

You will manage the Marketing & Media Coordinator and all freelance marketing and communications personnel and work collaboratively across departments to ensure cohesive messaging and impactful campaigns. The ideal candidate brings substantial marketing experience, preferably within the arts or cultural sector, with a passion for opera, dance, and performing arts.

This is a full-time position based at our rural offices near Alresford. Our location means a driver's license and access to a vehicle are essential for the role. The position requires flexibility to work evenings and weekends, particularly during the Festival period from May to July, to oversee marketing activities, attend performances, and manage media relations.

We are looking for someone who's ready to lead, ready to try new things, and excited by the opportunity to help shape how The Grange Festival is seen and experienced by the world.

KEY RESPONSIBILITIES

- Developing and delivering highly impactful strategic marketing and communications activity across digital and traditional channels, including oversight of all campaigns, including in-house and agency activity
- Managing the annual marketing budget, ensuring cost-effective allocation of resources and tracking ROI
- Supervising and mentoring the Marketing & Media Coordinator, providing clear direction and supporting their professional development
- Leading digital marketing initiatives including SEO, SEM, email marketing, and social media strategy, growing both earned income and brand uplift derived from digital and social activity
- Lead our social media strategy with creativity and confidence – developing original content and campaigns that grow our reach, spark engagement, and build excitement around our programme and brand
- Developing and maintaining a consistent, distinctive brand voice and visual identity across all platforms – acting as a creative force behind our brand and finding bold, imaginative ways to express who we are and what we stand for.
- Overseeing website content, structure, and user experience, ensuring it effectively showcases our programme and drives ticket sales
- Building and maintaining relationships with our press team and media contacts for press coverage, and working with the Director of Audiences and Impact to shape press narrative and media engagement strategy
- Collaborating with the Development team to support donor communications and membership marketing
- Working with the Head of Insights and Innovation to analyse audience data and identify opportunities for audience growth and retention, as well as develop or commission new audience research
- Representing the Festival and community events, industry events and other networking or audience-building opportunities
- Continuous improvement of marketing resources and internal processes
- Take real ownership of campaign planning and execution – from concept through to delivery – using data, insight, and creativity to shape compelling stories and engaging audience journeys

REQUIRED SKILLS & EXPERIENCE

ESSENTIAL

- Substantial experience in marketing management, ideally within arts, culture, or entertainment sectors
- Proven track record of developing and delivering successful marketing strategies that drive audience engagement and ticket sales
- Experience managing marketing budgets and demonstrating return on investment
- Strong digital marketing expertise across multiple platforms
- Experience in brand management and development
- Excellent project management and organisational skills
- Demonstrable copywriting and content creation abilities
- Experience in managing and developing team members
- Strong analytical skills with the ability to interpret data to inform strategy
- Excellent interpersonal and communication skills
- Experience in managing external agencies and suppliers
- Adaptability and resilience in a fast-paced environment
- Proven ability to take initiative, motivate others and work to tight deadlines

DESIRABLE

- Knowledge and understanding of opera, dance, and performing arts
- Experience marketing within a festival or seasonal events context
- Understanding of arts funding landscape and experience supporting funding applications
- Experience with CRM systems and audience data management
- Understanding of accessibility considerations in marketing and communications
- Knowledge of the Hampshire/South of England arts landscape
- Experience in crisis communications management
- Qualification in marketing or communications (CIM or equivalent)

ADDITIONAL REQUIREMENTS

- Availability through the full Festival period
- Commitment to working in an analytical, target-driven environment
- Willingness to cover phone lines and process ticketing enquires as needed
- Willingness to work flexible hours including some evenings and weekends
- Successful candidates will be subject to enhanced reference checks and a basic criminal record check

ABOUT THE GRANGE FESTIVAL

The Grange Festival offers exceptional experiences of opera, dance, and jazz during June and July, on an unparalleled English country estate sixty miles southwest of London, and nine miles northeast of Winchester. The carefully curated programme aims to delight audiences with a thrilling range of work, connecting them with awe-inspiring creativity and world-class artistry in every performance.

Central to the experience at The Grange is the iconic Grade-I listed Neoclassical mansion house, one of the finest examples of Greek Revival architecture in Europe and protected under the guardianship of English Heritage. Performances are held in a 622-seat RIBA award-winning theatre built inside a wing of the mansion, originally constructed as an orangery in 1825. Festival audiences can explore the house and grounds, and each performance features an extended dining interval with a range of options to choose from.

As a charity, The Grange Festival advances the arts by commissioning new productions and championing the work of a wide range of creatives and artistic companies, as well as helping new audiences discover opera, dance, jazz and other artforms. Throughout the year, the charity also delivers a wide portfolio of projects with schools and community partners, including partnerships with Hampshire Music Education Hub, University of Winchester, English Heritage and other charities.

HOW TO APPLY

To apply, please complete this online [application form](#). You will need to upload a CV and either a cover letter or introductory video (no longer than 3 minutes) detailing your interest and relevant skills for the role.

Applications will be reviewed as they are received. Deadline for applications is 5pm on Tuesday 16 April.

The Grange Festival is committed to building an inclusive workplace and welcomes applications from all backgrounds, particularly groups who are under-represented in the arts sector, including ethnically diverse and disabled candidates.

The Grange Festival processes all personal information in accordance with the Data Protection Act 2018 and related regulations.