



## **Communications & Campaigns Lead (Full time)**

A fantastic opportunity to join a dynamic organisation and help drive the growth and audience engagement of award-winning independent cultural venue **The Horton Epsom**.

The Horton is a not-for-profit centre for arts, heritage and events, managed by a registered charity. The grade II-listed building – the former Horton Chapel – opened in 2022, following a major renovation works and now offers atmospheric and welcoming spaces for live music, theatre, comedy, exhibitions, workshops and more. The Horton Gardens opened this summer (July 2025) with a successful season of outdoor performances.

**Job Title:** Communications & Campaigns Lead

**Reporting to:** Director

**Salary:** £31,000

**Benefits:** Staff discount in The Horton Café; Free and discounted tickets; Employee Wellbeing Support Service; Training Opportunities; Organisational membership of professional bodies, including Arts Marketing Association and Association of Cultural Enterprises.

We are looking for an experienced communications and marketing professional who thinks analytically as well as creatively; someone who understands the great potential of The Horton and has the skills and enthusiasm to support our growth.

This is an exciting new senior role, created to ensure The Horton's expanding programme of activities meets financial targets and maximises community impact.

You will bring strategic insight, creative communication skills and campaign experience, with excellent knowledge of current online and off-line approaches.

This is a full-time role but a four-day week (salary pro-rata) may be considered for the right candidate. The role will include working some Saturdays on a rota.

You will plan and deliver outstanding campaigns that raise The Horton's profile and maximise visitor numbers. You will assess their effectiveness to inform decision-making and budget allocation. You will be able to manage competing priorities with tight deadlines, use initiative and work independently with a can-do approach.

### **Role Description**

#### **Strategic Planning**

- Lead implementation of The Horton's communications and marketing business strategy.
- Contribute to the organisation's overall strategic planning and sustainability.
- Create and maintain promotional campaign plans for The Horton's busy programme of events, activities and hospitality.
- Proactively manage concurrent projects and campaigns, with effective prioritisation.

### **Impact and Evaluation**

- Take the lead in monitoring, evaluating and communicating The Horton's impact.
- Develop metrics for measuring the success of marketing and PR activities.
- Provide regular reporting to the director and finance manager.

### **PR & Marketing**

- Scope and deliver high-quality, multi-channel seasonal campaigns for The Horton's diverse programme of events and activities.
- Ensure milestones are met and allocated tasks completed to deadlines.
- Ensure planning documents are kept up to date and accessible for other team members.
- Plan and secure long-lead PR coverage.
- Develop and maintain good relations with key local stakeholders.
- Establish and maintain relationships with regional and national media contacts.
- Take overall responsibility for scheduling the design, production and distribution of printed materials.
- Ensure all public-facing materials and posts align with The Horton's brand and values.
- Ensure the social media planning schedule is effectively maintained.
- Innovate – identifying new opportunities to drive sales and increase visitor engagement.

### **Finance & Fundraising**

- Manage annual Communications & Marketing budget for best return on investment.
- Support the director in meeting financial targets for earned income from ticket sales.
- Work with the finance manager to set future budgets for Communications & Marketing.
- Manage the Friends and Patrons Scheme.
- Provide marcomms support for fundraising projects.
- Monitor and analyse public fundraising campaigns for effectiveness.

### **Communications and Audience Development**

- Identify, target and engage new audiences in line with The Horton's strategy.
- Shape our communications approach.
- Work with the director and wider team to identify stories and opportunities.
- Write news stories, reports and motivational copy to a high standard.

- Proof-read content before publication and ensure it meets with The Horton's brand guidelines and tone of voice.

### **Team Management**

- Manage a small team and nurture others to reach their full potential.
- Brief and manage freelance contractors, as required.
- Collaborate with team members from other workstreams on projects as required.

### **Other duties**

- Act generally as a representative and ambassador of The Horton.
- Abide by The Horton's policies and procedures.
- Work with team members and trustees to ensure The Horton provides an excellent experience for all customers.
- Other duties as may from time to time be reasonably required by the director or charity trustees.

## **Person Specification**

### **Experience, knowledge and skills**

#### **Essential**

- At least five years of experience in a senior communications and marketing role.
- Experience managing others - in person and remotely.
- Education to degree level or equivalent.
- Demonstrable track record of developing and delivering integrated marketing and PR campaigns
- Excellent project management and organisational skills.
- Knowledge of metrics, data and insight in marketing.
- Experience of budget management.
- Ability to prioritise tasks and juggle competing demands.
- Excellent communication and interpersonal skills – verbal and written.
- Exceptional accuracy and attention to detail.
- Commitment to The Horton's values of tolerance, welcoming diversity and including everyone.

#### **Desirable**

- Enthusiasm for creative arts and heritage.
- Experience of using a box office ticketing system.
- Experience of creating website content.
- Good Microsoft Excel skills.
- Understanding of operations in multi-use leisure or entertainment venue.
- Experience of working with volunteers.
- Knowledge of Epsom and surrounding areas.
- Good local contacts.

- Experience of developing relationships with influencers.
- Knowledge of audience development strategies.

### **How to apply**

Please send your full CV and covering email to [admin@thehortonepsom.org](mailto:admin@thehortonepsom.org). Please ensure your CV is named.

Please put **Communications and Campaigns Application** in the Subject Line.

The closing date for applications is Sunday 21<sup>st</sup> September.