

EAST ST ARTS

Person Specification

Education and experience

The Marketing and Communications Manager is expected to:

- Be educated to degree level or above in a relevant discipline
- Have at least eight years' experience in marketing and communications roles
- Have at least three years' experience of working within an arts and cultural setting
- Have held a management position within marketing for more than three years
- Have previous experience and a proven track record of delivering high profile local, national and international campaigns
- Have a proven track record of delivering successful engagement and audience development strategies
- Be an excellent verbal and written communicator
- Be comfortable working outside of office hours and weekends where required
- Be a confident, driven and dynamic leader
- Be able to spot and react quickly to new opportunities or challenges
- Work creatively to achieve big results with limited resources
- A willingness to travel at home and overseas to represent the organisation in negotiations, conferences, partnerships and events

A knowledge of property and regeneration sector is desirable but not essential.