



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

**Marketing and Audience Development Manager, Cultural Institute,
Faculty of Arts, Humanities and Cultures**



Salary: Grade 7 (£39,355– £46,735 p.a. depending on experience)

Reporting to: Erica Ramsey

Reference: AHCCI1025

Location: University Main Campus (with scope for hybrid working), We are open to discussing flexible working arrangements.

1.0 FTE. available on a fixed term basis until 31 December 2027 to cover peak demand for a limited period.

Marketing and Audience Development Manager Cultural Institute

Overview of the Role

The University of Leeds has an established, exciting and diverse cultural offer including theatre, music, galleries, libraries, archives, public art and poetry.

In 2024 we published our [Cultural Engagement Strategy](#) which underpins our commitment to growing, diversifying and cohering our cultural offer to wider audiences as an important element of our civic role, through a new one stop web portal and new central ticketing system.

We are looking for a dynamic Marketing and Audience Development Manager with a background in marketing within the cultural sector to support a step change in our approach to programming and promoting cultural activity. Working collaboratively with our cultural producers, you will help us to develop a coherent, audience-focused programme that reflects our unique offer.

Main duties and responsibilities

- Developing, delivering and analysing creative and effective marketing campaigns and content, both on and offline, using audience data and market insight to inform key decisions and strategies.
- Strong interpersonal skills to develop partnerships with a wide range of colleagues and stakeholders, to roll out multi-partner campaigns across the campus and beyond.
- You will raise the profile of cultural activity across the University of Leeds, and support income generation activities.
- You will take the initiative to identify and seek out collaborative opportunities to increase engagement with events on campus and diversify our audiences.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.



Qualifications and skills

Essential

- Substantial cultural industry experience in marketing and audience development or a similar role with a proven track record of growing audiences and increasing engagement, and ability to stay up-to-date with industry trends and best practices.
- Strong IT and technical skills, including experience managing content on digital platforms, content management systems (CMS), CRM system, as well as managing a box office.
- Excellent copywriting, editing and proofing skills, with experience of writing for both print and digital media.
- Experience of project management, including planning and managing budgets
- Enthusiasm, and self-motivation, with evidence of being able to work independently, as well as work collaboratively within a wider team
- Excellent communication and team-working skills with a wide variety of colleagues, stakeholders and suppliers, negotiating and influencing at the highest level to achieve results, taking a creative approach to problem solving

Desirable

- An understanding of the working practices of the higher education sector
- Proficient in graphic design tools such as Adobe Creative Suite or Canva.
- Good understanding of disability access and of good practice in equity and diversity

How to apply

You can apply for this role online; more guidance can be found on our [How to Apply](#) information page. Applications should be submitted by **23.59** (UK time) on the advertised closing date.

Contact information



To explore the post further or for any queries you may have, please contact:

Erica Ramsay

Email: e.ramsay@leeds.ac.uk

Additional information

Working at Leeds

We are a campus-based community and regular interaction with campus is an expectation of all roles in line with academic and service needs and the requirements of the role. We are also open to discussing flexible working arrangements. To find out more about the benefits of working at the University and what it is like to live and work in the Leeds area visit our [Working at Leeds](#) information page.

Our University

As an international research-intensive university, we welcome students and staff from all walks of life. We foster an inclusive environment where all can flourish and prosper, and we are proud of our strong commitment to student education. Within the Faculty of Arts, Humanities and Cultures we are dedicated to diversifying our community and we welcome the unique contributions that individuals can bring, and particularly encourage applications from, but not limited to Black, Asian, people who belong to a minority ethnic community; people who identify as LGBT+; and disabled people. Candidates will always be selected based on merit and ability.

Information for disabled candidates

Information for disabled candidates, impairments or health conditions, including requesting alternative formats, can be found under the 'Accessibility' heading on our [How to Apply](#) information page or by getting in touch by [emailing HR via hr@leeds.ac.uk](mailto:hr@leeds.ac.uk).

Rehabilitation of Offenders Act 1974

A criminal record check is not required for this position. However, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending.



Any offer of appointment will be in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information page.

Salary Requirements of the Skilled Worker Visa route

Please note that this post may be suitable for sponsorship under the Skilled Worker visa route but first-time applicants might need to qualify for salary concessions. For more information please visit: www.gov.uk/skilled-worker-visa.

For research and academic posts, we will consider eligibility under the Global Talent visa. For more information please visit: <https://www.gov.uk/global-talent>

