



JOIN THE JOURNEY

**MARKETING AND
COMMUNICATIONS MANAGER
JOB DESCRIPTION**

**TOBACCO
FACTORY
THEATRES**



ABOUT US

SCOPE

KEY RESPONSIBILITIES

PERSON SPECIFICATIONS

EMPLOYMENT DETAILS

APPLICATION PROCESS

Tobacco Factory Theatres is a place of Welcome and Wonder. A safe and inspiring place to share stories and be creative. Based in the iconic Tobacco Factory in South Bristol, our work connects people through the power of live theatre and the arts.

We present over 300 performances annually to audiences of over 50,000 including bold in-house productions and co-productions with nationally respected companies. We also receive many of the country's top touring performances, from exciting new work to comedy, music, spoken word and work for families.

We have two dynamic spaces, The Spielman which houses our experimental and engagement programme and The Factory, a flexible and unique space which presents work in a variety of ways including our distinctive 'in the round' configuration.

Over 400 local creatives take part in our Artistic Development programmes; including our Acting and Writers Labs and city wide Artist Membership scheme. We are proud to offer thousands of creative learning and participation opportunities to local people through our Get Involved programme from regular workshops to bespoke offers.

Last year, we made our work more accessible than ever with over 5,000 concessionary tickets issued for those who would not be able to attend at the standard price. At Christmas we were delighted to offer our free Community Performance for local youth projects, refugee charities who support asylum seekers, school children and organisations working with older people.

Working from a place of sustainability, the last year at TFT has been an exciting time of growth for the organisation with 3 new home made productions; *Così fan tutte* (co-produced with Opera Project), *Rapunzel: A Hairy Tale* and *Macbeth* (directed by our Artistic Director, Heidi Vaughan) forming part of a dynamic new in-house production programme. These productions compliment our extensive received programme and dynamic Get Involved activities, bringing opportunities to welcome even more people through our doors as part of our wonderful journey.

MARKETING AND COMMUNICATIONS MANAGER

Reports to: Communications and Fundraising Director

The Marketing and Communications manager is a driving force behind the smooth, sustainable and efficient promotion of TFT's Visiting Shows & Get Involved Programme, whilst also providing occasional appropriate promotional support for TFT theatre hires. You will ensure that your output supports all areas of our work and realises the growing ambition of our innovative and entrepreneurial charity, in line with the scope of your role.

The role contributes directly to income generation, audience development and organisational sustainability, supporting the delivery of agreed sales targets and ensuring best practice, compliance and learning are embedded across the organisation.

The Marketing and Communications manager will also deliver on an annual Sales target which we intend to grow as an essential income stream in achieving long-term sustainability for the organisation.

Some evening and weekend working will be required within contracted hours, particularly during the busy festive period, for which time off in lieu will be given where appropriate.

MARKETING AND COMMUNICATIONS DELIVERY

- Produce and manage marketing campaigns for visiting companies, relevant TFT/Spielman hires, and full Get Involved programme.
- Coordinate press communications for visiting company shows, including distributing press materials provided by visiting companies and coordinating interviews where appropriate.
- Manage press and influencer relationships for visiting company press nights, supporting promotion and attendance for performances.
- Support the Comms Director with organisational communications where required, including recruitment, and reactive or issue-based messaging.
- Create, schedule and manage marketing content across the website and key social media platforms.
- Create, schedule, and manage all pre- and post-show e-mail campaigns.
- Oversee content creation by delegating routine tasks and leading key design and video projects.
- Plan and deliver weekly and monthly targeted e-mail marketing campaigns using Spektrix data insights to drive engagement and sales.
- Collate, create and produce Tobacco Factory Theatre's venue mini-guide and other printed matter.
- Produce effective copy and proof-reading of all relevant printed, digital and other marketing and promotional materials.
- Develop comprehensive and strategic campaign plans for each season, aligning with wider organisational marketing and comms strategies.
- Work closely with the Communications & Fundraising Director to deliver impactful audience development campaigns.

INSIGHT, EVALUATION AND PERFORMANCE

- Analyse each programmed show's marketing performance on a regular basis, taking learnings to ensure consistent best practice, and ensuring this is shared with relevant stakeholders.
- Provide relevant marketing campaign analysis and insight, to support the Communications & Fundraising Director in producing regular evaluation of the department's work.

STRATEGY, BUDGET AND GOVERNANCE

- Liaise closely with the Communications & Fundraising Director to embed the Marcomms strategy into campaigns held by the Marketing & Comms Manager.
- Negotiate budget and/or additional marketing contra agreements with visiting companies.
- Take ownership of the marketing budgets for TFT Visiting Company and Get Involved Programmes.
- Manage and update relevant marketing contracts and agreements with suppliers.

OTHER RESPONSIBILITIES

- Supporting FRCD on the development and implementation of overall brand and visual identity.
- Lead on the development of relevant city-wide influencer relationships.
- Have a presence amongst city-wide marketing forums and industry specific forums.
- Other responsibilities relevant to the role as may be reasonably required.

All applications will be considered.

Whilst we welcome applications from people of all backgrounds, we encourage applications from people whose identities or backgrounds are under-represented in our organisation, including those who face barriers to opportunities, people from working class backgrounds, people from the LGBTQIA+ community, and people from Black, Asian, traveller, mixed heritage or other global majority backgrounds.

If this applies to you, please refer to this in your application and we will guarantee an interview if you meet the criteria listed in 'We would like to hear from you'.

WE WOULD LIKE TO HEAR FROM YOU IF YOU HAVE THESE CORE ATTRIBUTES REQUIRED FOR THE ROLE:

- Experience planning, delivering and evaluating marketing campaigns that drive ticket sales, engagement or participation
- Strong digital marketing skills, including creating and managing content for websites, social media and email marketing campaigns
- Experience using content creation software to create and edit posts/photos/videos (e.g canva/lightroom)
- Ability to analyse marketing performance and audience data to improve campaign effectiveness and support sales targets
- Experience working collaboratively with internal teams and external partners such as visiting companies, press or suppliers
- Strong organisational and project management skills, with the ability to manage multiple campaigns and deadlines
- Excellent written communication skills, including writing engaging marketing copy and proofreading promotional materials
- Experience managing marketing budgets and external suppliers
- A genuine interest in theatre, live performance or community arts, and a commitment to growing and diversifying audiences

YOU MIGHT ALSO HAVE THESE DESIRABLE SKILLS AS WELL.

THESE WILL STRENGTHEN AN APPLICATION BUT ARE NOT MANDATORY.

- Experience working in marketing or communications within an arts, theatre or cultural organisation
- Experience using ticketing or CRM systems such as Spektrix
- Experience coordinating press activity, media relationships or press nights
- Experience building influencer relationships or engaging with city-wide cultural marketing networks
- Experience briefing or managing designers, videographers or other creative suppliers

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Annual Salary/Fee:

£29,580 pro rata

Contract:

18 month fixed term contract, Part Time (0.6 FTE)

Hours:

24 hours per week

Holiday Entitlement:

30 days per annum (pro rata) inclusive of Bank Holidays

Probationary Period:

3 months

Notice Thereafter:

2 months

Normal Place of Work:

Tobacco Factory Theatres, Raleigh Rd, Bristol, BS3 1TF

SUBMITTING YOUR APPLICATION

- 1 Please complete a [personal information form](#) (Part 1)
- 2 Include one of the following:
 - Completed [application form](#) outlining your experience against the person specification and JD (Part 2)
 - A short film/audio file explaining your relevant experience and interest in the role.
- 3 Also include a completed [Equalities Monitoring form](#).
- 4 Please email us using the subject line below:



Email: recruitment@tobaccofactorytheatres.com
Email Subject: Marketing and Communications Manager



Application Deadline: 10am, Wednesday 8th April 2026



Interview dates: Mon 20th April 2026 [2nd interview, if required on 22nd April]

**IF YOU NEED THE APPLICATION PACK IN AN ALTERNATIVE FORMAT OR HAVE ANY QUESTIONS AT ALL,
PLEASE EMAIL RECRUITMENT@TOBACCOFACTORYTHEATRES.COM**