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WYSING ARTS CENTRE

Marketing and Communications Manager

Recruitment Pack September 2025



Babeworld FC Low Key Football Match as part of Queer Utopias festival, 2024. Photo: Nurbanu Asena.

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About Wysing Arts Centre

“Wysing was founded with a utopian vision to create space for artists to live and work. Today it is ... pioneering an experimental approach to artistic practice, learning & curating.” Louise Benson, Elephant Magazine.

Established in 1989, Wysing Arts Centre is a progressive organisation in a rural setting. We enable artists and publics to engage their imagination freely and take creative risks; we believe that everybody has the right to time and space for creativity, away from the distractions of daily life.

The site is ten miles from Cambridge city. It holds 20 subsidised studios, accommodation for up to 80 visiting artists annually, recording and ceramics studios, flexible space to experiment, present and learn, fields, woodland, and several outdoor outworks. Work made at Wysing is seen worldwide. Our ambitious, youth-led young people’s programme empowers future generations.

Wysing invites artists from across the world to stay and reflect on their practice without the pressure of producing new work: time spent without a plan can often be when the best new ideas emerge. We take a proactive, intersectional approach to equity and inclusion, and often support artists who have not been well supported by mainstream gallery and funding systems. Several artists who have spent time at Wysing have gone on to be Turner-prize or Paul Hamlyn Award winners. Some artists go on to be commissioned by Wysing to make artworks, music and performance; many participate in Wysing’s lively events.

Wysing engages people of all ages through artist-led workshops, events, online projects, gatherings and an alternative art school called *The Syllabus*. Our young people’s programme has a focus on reaching marginalized young people from rural areas; we partner with charities and services including the Kite Trust, Romsey Aspire, and Cambridgeshire Sensory Support Team to build programmes responsively. Our residency partnership with St Peter’s School, Huntingdon, engages over 500 young people annually through expansive sessions that build creative expression, confidence and critical thinking. Wysing’s Creative Youth Council hold decision-making powers in the organisation, and we are building towards a Young Trusteeship in 2026.

We are funded principally by Arts Council England through its National Portfolio scheme. Further funds are raised through Trusts, Foundations and via individual giving. Our new website and brand will launch later in 2025; in the meantime, more can be discovered about Wysing’s programme and history at wysingartscentre.org/ and archived at wysingbroadcasts.art/



Delaine Le Bas, Incipit Vita Nova: Here Begins a New Life (2023), created at Wysing Arts Centre in 2022 and shown at Tate Britain, 2024, as part of the Turner Prize.

The Role: Overview

Reports to: Director

Location: Wysing Arts Centre, Cambridgeshire (on-site with occasional remote working and travel)

Contract: 4 days a week

Salary: £30,000 – £35,000 per annum pro rata (depending on experience)

Wysing Arts Centre is looking for a dynamic, resourceful, collaborative and imaginative Marketing and Communications Manager to lead the way in telling our story, across digital, print, press, advertising, and other media.

This pivotal new role for the organisation will shape and deliver creative campaigns that raise Wysing's profile, develop existing and new audiences for our artistic and young people's programme, and market new commercial income opportunities including venue hire, ceramics and recording studios, and events. The role comes at a critical point for Wysing as we enter a site-wide capital project focused on accessibility and environmental sustainability, and as we launch a new brand and website.

We don't expect all skills to be in place from day one: instead, we're looking for someone who can take ownership of core marketing activities while developing capacity and leadership in communications and audience development. The role is ideal for someone excited by the opportunity to shape and scale an ambitious communications function within a small and dynamic organisation. A six-month marketing and audience development plan will be in place by the time you start, and you'll play a key role in delivering and refining it.



Wysing Ceramics Studio Open Morning, with Isobel Meredith-Hardy, 2022. Photo: Chloe Page

Key Responsibilities

Marketing, Campaigns & Promotion

- Lead the development and delivery of creative, integrated marketing campaigns across print, digital, press and advertising.
- Promote Wysing's programme and commercial offers (including venue hire, studios, and events) to build income and visibility.
- Develop and deliver a clear, strategic long-term plan for marketing activity around the wider organisational calendar, aligning campaigns with key moments (e.g. programme launches, capital project milestones).
- Identify and share compelling stories focusing on residencies, projects, events, and youth-led programming to engage audiences, our sector, and funders.
- Identify and share compelling stories focusing on Wysing's rural site, biodiversity and environmental projects.
- Manage day-to-day marketing output including social media, website updates, and e-bulletins.
- Use analytics tools to track and evaluate campaign impact, adjusting approaches accordingly.
- Work with designers, photographers, and freelance creatives to develop high-quality content.
- Ensure all materials reflect Wysing's new brand identity, voice, and values.

Communications, PR & Advocacy

- Shape and maintain a consistent and compelling narrative about Wysing's vision, values and impact.
- Undertake networking and partnership development (in person and online)
- Act as a key point of contact for media, press, and sector partners.
- Identify and develop strong relationships with journalists, networks, and collaborators to grow Wysing's reach and reputation.
- Familiarity with GDPR and data management in a marketing context.
- Commitment to equity, diversity, environmental sustainability and inclusive communication practices.

Audience Development & Access

- Work closely with the Wysing team to develop and deliver targeted audience development plans.
- Utilise audience insight and data to identify opportunities for organisation-wide audience engagement projects.
- Manage and develop our audience and stakeholder database and utilise it effectively for targeted and segmented communications.
- Explore inclusive strategies to reach underrepresented and marginalised audiences, including ensuring best practice in digital accessibility.

Evaluation

- Collaborate with the Wysing team on evaluation and impact reporting to ensure marketing and communications reflect real outcomes and learning.



Workshop led by Cal as part of Queer Utopias festival, in Wysing's farmhouse, 2024. Photo: Nurbanu Asena.

Person Specification:

Essential

- Strategic and proactive, with the ability to spot opportunities and take initiative.
- Minimum 3 years' experience in a relevant marketing or communications role, ideally within the arts or cultural sector.
- Proven ability to plan and deliver effective long- and short-range marketing campaigns that achieve clear outcomes.
- Strong organisational and planning skills, including managing campaign timelines and related budgets.
- Strong project management skills, with the ability to manage multiple priorities and deadlines across a range of projects and to coordinate activity across teams.
- Confident in website and digital platform management, with an understanding of SEO and online advertising.
- Skilled in writing, commissioning and producing content across formats (e.g. copy, image, video) with experience using Canva, Adobe Creative Suite, or other design tools.
- Creative and adaptable, with a flair for storytelling and engaging diverse audiences.
- Experience using data and insights to shape content and inform decisions.
- Confident at communicating with a wide range of stakeholders in person and online.
- Commitment to equity, diversity, environmental sustainability and inclusive communication practices.

Desirable

- Understanding of arts education, youth engagement, and/or artist development.
- Knowledge of access and inclusion best practice, particularly in digital environments.
- Familiarity with GDPR and data management in a marketing context.
- Experience working in rural or non-urban contexts.
- Interest in AI and emerging technologies in the cultural sector.
- Interest or knowledge in environmental and biodiversity issues.
- Strong personal connection to or enthusiasm for Wysing's mission and values.



Sahjan Kooner working with Wysing's Creative Youth Council as part of their joint residency between Wysing and Raspberry Pi Foundation, 2025. Photo: Michaela D'Agati.

Wysing's vision, mission, values and aims:

Vision: To cultivate the freewheeling imagination.

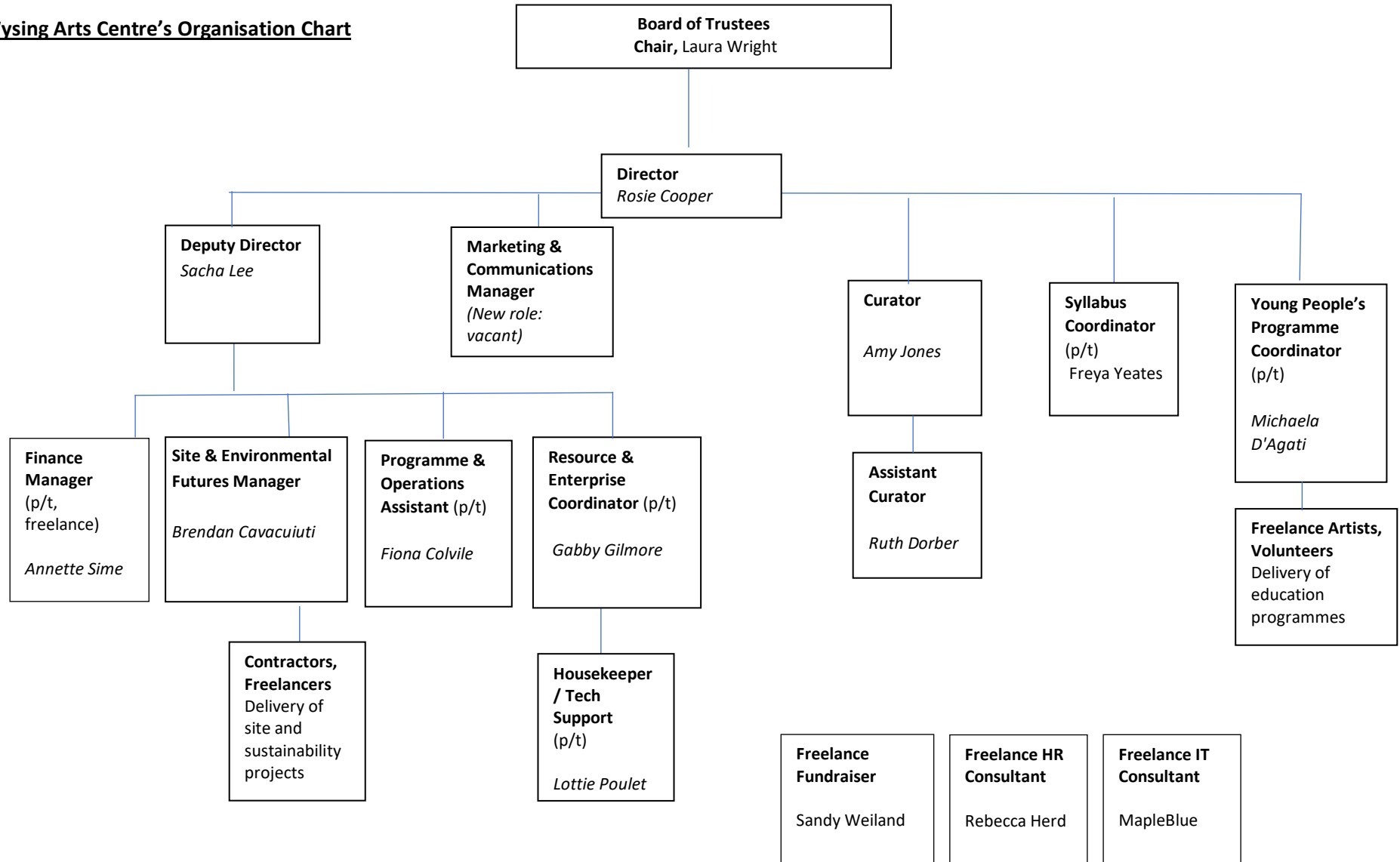
Mission:

Wysing believes in the transformative social and personal benefits of art and creativity, and that a more just world can only be achieved if everyone has equal access to the time and space needed to imagine it. Wysing provides accessible opportunities and resources to think and create, outside the habits of daily life. We support artists to develop their talent; we advocate for the immense value they have in the world, and we work to create the conditions necessary for them to have sustainable careers.

Values and Aims:

- **Collaborative:** Work together to build resources.
- **Generous:** Model change, sharing our resources equitably.
- **Agile:** Creative and seize opportunity.
- **Attentive:** Listen to what people have to say, and respond effectively.
- **Transparent:** Build trust, and be open about how we work.
- **Ethical:** Avoid causing harm to people and the planet.

Wysing Arts Centre's Organisation Chart



Recruitment Process:

The deadline for applications is midday on Monday 6th October.

We use Submittable (an online application portal) for applications. Applications can be made via text, audio or video – please use whichever methods you prefer.

[Access the Submittable portal here.](#)

You will need to create a Submittable account. Once you have set up an account you can return to your application any time up until the deadline. Please allow enough time to approach us with any questions or queries in using the Submittable website. We are not able to accept applications after the deadline.

Applications can also be made in video or audio format if required. If there is another method that you would prefer to use to apply due to your access requirements, please let us know. We want to remove as many barriers to applying as we can.

In your application, please include:

- 1.** A short video of yourself (max. 2 minutes), introducing who you are, and what excites you about the role. This short video is for us to get a sense of who you are – have fun with it!
- 2.** A written statement in your own words clearly demonstrating how your skills, abilities, and experience match the key points in the job description and person specification, covering examples of where your marketing campaigns have made a difference to an organisation. Maximum 2 sides of A4.
- 3.** Current CV, maximum 2 sides of A4.
- 4.** Your contact details.
- 5.** Contact details for two referees.

We understand that you may decide to use AI tools to support your application, particularly for tasks such as improving clarity, or spelling. While this is acceptable, we encourage you to ensure that your submission genuinely reflect your own voice, experience and perspective. We value authenticity and are most interested in understanding who *you* are.

After we have reviewed applications, we will contact shortlisted applicants to join us for an interview and site visit. At that point, you will be invited to share any access requirements you may have to attend interview.

We expect that interviews will be held on Tuesday 14th October on site at Wysing Arts Centre.

Wysing reserves the right to amend this recruitment timeline.

Wysing's Director, Rosie Cooper, can be available to have an informal conversation about the position. Please email rosie.cooper@wysingartscentre.org

Equity, Diversity and Inclusion:

We are committed to providing equal opportunities for everyone regardless of their background. We acknowledge that people from certain backgrounds are under-represented in the arts sector, and we're committed to doing what we can to correct this. We are particularly keen to receive applications from those who identify as global majority; d/Deaf or disabled people; people who identify as being LGBTQ+; people who have a mental health condition; and people who identify as working class now or in the past.

As a Disability Confident Leader, where possible and proportionate within the number of interview spaces available, we guarantee to interview all disabled applicants who meet the minimum criteria for the vacancy. Please indicate if you identify as disabled in your application so that we can aim to ensure that we shortlist you for interview should you meet the minimum criteria. Wysing is committed to staff wellbeing and are a member of the Employee Assistance Programme of WeCare providing mental health and wellbeing support as well as many other services and access to training where appropriate