

FINDHORN BAY ARTS



Marketing and Communications Lead

Job Description

Findhorn Bay Arts Ltd is a charity and a company registered in Scotland with charity number SC049867 and company number SC413997

Findhorn Bay Arts (FBA) is delighted to invite applications for the role of Marketing and Communications Lead.

Purpose

The post of Marketing and Communications Lead will be responsible for FBA's marketing and communications activity. We have ambitious goals to grow our audiences and develop our brand. This post will ensure we meet those aims.

The role will require you to inspire, engage and delight our audiences and stakeholders, whether they are funders, artists, or potential new audience members. It requires a diverse palette of marketing and communication skills with a positive attitude and confidence in generating dynamic and creative content and forging a range of partnerships.

Based in [Forres, Moray](#) and working closely with the CEO/Creative Director, the post-holder will be responsible for the creation and implementation of project-specific and cross-organisational marketing and communications strategies, with particular reference to FBA's biennial festival, which aims to connect with and inspire new and diverse audiences and participants.

You should be able to demonstrate that you can generate dynamic content with a fresh and accessible style of communication to a broad audience and advocate for the organisation in a concise, authentic, and impactful way. You should be confident using multiple marketing channels to communicate creatively and strategically to varied audiences and develop partnerships that support the aims of the organisation.

As well as having the required skills and level of experience as per the job specification below, this role requires enthusiasm, resourcefulness, and energy, as well as a commitment to continued professional development.

This is a great role for a highly organised, ambitious, creative, and motivated person to contribute to the continuing success and development of FBA as we embark on a new 3-year strategic business plan, having secured Creative Scotland Multi-Year funding for 2025-2028.

You will be working in a collaborative and supportive environment with a team that is passionate about making creative things happen!

Terms & Conditions

Job Title:	Marketing and Communications Lead
Salary:	28k per annum (pro rata to 3 days equivalent £16,800)
Hours:	22.5 hours p/w (3 days equivalent), flexible working is required. Increased hours, including evenings and weekend work, will be required during our biennial festival period and/or key events. FBA operates a TOIL system for hours worked over contract. We are interested in exploring flexible

working that would suit both the right candidate and workflow of our festival and programmes of events.

Place of Work: Forres, Moray
Contract: Permanent. Starting August 2025
Probation period: 3-months
Notice period: 4 weeks during probation, 3 months after probation period
Reporting to: Business Development Director
Working with: CEO/Creative Director.
In the lead-up to the festival, a freelance PR Consultant

About Us

Findhorn Bay Arts (FBA) is an award-winning creative producer of cultural events and activities rooted in the communities of Moray. We have grown from our first Culture Day celebration, held in 2013, to establish a year-round programme of high-quality arts and cultural activities across the region, including the flagship biennial Findhorn Bay Festival.

We enable creative experiences across a wide range of artforms and genres, encouraging artists and communities to take expression in whatever form is most appropriate to them. We are also committed to presenting work in site-specific, outdoor and unusual locations that explore and celebrate the possibility of cultural activities to surprise and delight audiences.

Our programme has always had community participation, environment and regeneration at its heart, leading to an increasing focus on engaged practice and co-production. We develop projects that place local communities and people at the heart of the creative process through participant-led activities and projects that amplify the voices and respond to the needs of those who are frequently unheard, isolated or marginalised.

Our activities are accessible and diverse to meet the needs of different audiences and participants. This is reflected in both our programming and communications, which target the most marginalised of Moray residents and support them to explore their creativity, improve their confidence, health and wellbeing and become more socially connected.

Across our programme, we seek to harness and enhance the skills of the current and ever-growing, creative sector in Moray as well as provide key development and employment opportunities that help to attract, maintain and develop the people who help to make this part of Scotland, a creative place to live, work and visit.

As our work has grown, we understand that our activities bring proven cultural, economic, and social benefits to individuals and communities through transformative creative regeneration projects that resonate locally and inspire nationally.

Our Values

As an organisation, we are guided by a set of values and priorities across all we do. These values provide a framework that underpins all areas of our programme and operations. They guide and demonstrate what we care about, how we work with others, make decisions, and what principles we operate by. Each value should not be seen in isolation from another; each informs the other. All are integral and core to us.

Our values are:

- openness and exploration
- partnership and collaboration
- connection and hope
- conserve and foster
- equity and respect

We strive to be an Inclusive organisation that supports employees, regardless of their background or circumstance, to thrive at work, and we are committed to equality and fairness for all. People will be engaged based on their ability and the merits of their suitability for the job. FBA will not discriminate on grounds of age, disability, gender, gender reassignment, race, religion or belief, or sexual orientation.

Marketing and Communications Manager Responsibilities

Creating and implementing project-specific and cross-organisational marketing plans:

- Devise, develop and deliver FBA's audience development strategy and marketing campaigns to promote our projects, broaden our audience reach, and achieve business objectives.
- Develop creative, engaging and innovative content across all digital channels (website, social media)
- Develop a consistent and engaging newsletter and website that promotes the organisation and the opportunities we provide to the sector and its audiences.
- Write compelling copy for print, newsletters, and media releases.
- Managing advertising campaigns across various channels (e.g. online, print, social media)
- Collaborate with internal stakeholders (project leads, producing & creative teams) to align marketing strategies with overall organisational goals.
- Collaborate with external project partners to align marketing strategies with joint project objectives.
- Responsible for setting up events and online bookings with our online ticket provider service, and managing bookings.
- Manage the creation of all marketing collateral, including posters, advertising, and other promotional materials.
- Manage and update FBA's website, working with web developers on technical aspects.

- Increase understanding of current and potential audiences through partnerships and research
- Explore creative ways to develop and retain new audiences, both local and visiting, with a focus on engaging with marginalised communities
- Compile and report data and feedback on campaigns, prepare reports and make data-driven recommendations for improvement and use this to continually grow our audience engagement.
- Coordinate documentation requirements, including film and photography.
- Coordinate, conduct market research and collate audience data for monitoring and evaluation purposes to inform future marketing plans and reporting to funders.
- Ensure all social media, website & communications are accessible; utilising tools such as image descriptions, screen-reader friendly website design, content warnings, BSL interpreted & captioned videos & social media content.
- Manage marketing budgets and expenses.
- Keep up-to-date records and manage associated databases.
- Input on organisational documents, such as business plans, funding and annual reports.
- Produce final drafts of organisational documents, such as business plans, funding and annual reports, ensuring all documents produced are of high-quality content and design.
- Identify and lead on any potential industry awards on a local, regional and national scale.
- Effectively and independently manage your workload in line with the team and project partners

Other Responsibilities:

- Attending and representing FBA at relevant events, conferences, and performances.
- Giving effective and professional presentations and communicating positively and effectively with stakeholders, local groups and networks
- Develop and maintain mutually beneficial relations with other organisations and/or groups
- Assisting with the production of events, receptions, and workshops
- Contribute to the review and update of organisational policies and be responsible for policies specific to your role

This job description should not be considered an exhaustive list of duties, and other tasks not included in the above may arise that the postholder will be expected to fulfil.

These additional duties will be considered by circumstances and will be as and when required.

Person Specification

Essential Skills, Experience & Knowledge

- Have a minimum of a higher-level qualification in marketing, communications or equivalent qualification or experience.
- Excellent communicator, with an audience-focused outlook.
- Excellent creative writing skills with the ability to craft engaging copy and content.
- Ability to identify the lifestyles and motivations of our current audiences and develop the potential to attract new audiences.
- Experience in developing multi-channel marketing campaigns, in particular digital and traditional marketing and social media.
- Excellent computer literacy with experience and enthusiasm in managing CRMs, cloud-based software and IT systems, including G-Suite, and all Microsoft applications (Word, Excel, PowerPoint, Publisher) and Adobe PDF.
- Good understanding of using marketing automation tools and analytics platforms such as Google Analytics, social media insights and audience segmentation tools.
- Good understanding of market research techniques and experience in running surveys and analysing insights to inform audience development strategies
- Confidence in creating engaging digital graphics media content, adhering to brand guidelines for use across a variety of digital channels.
- Experience in updating websites and creating and sending email newsletters.
- Proven experience in a fast-paced, dynamic environment; have excellent interpersonal and organisational skills - ensure deadlines and targets are met.
- Enthusiasm and enjoyment of working as part of a small team, and the ability to collaborate and work effectively.
- Experience in developing relationships with a range of stakeholders, organisations and groups.

Desirable Skills, Experience & Knowledge

- Experience in marketing and communications work within an arts and culture environment, charity or third sector organisations
- Experience in preparing and delivering marketing and audience development campaigns for arts projects and/or festivals.
- Experience in budgeting and budgetary control.
- Experience in graphic design and in working with Adobe Suite and/or In-Design
- Design skills in generating images and video content
- Experience with Audience Finder software and ticket platforms.

What We Will Provide

FBA is committed to creating a positive and inclusive environment where everyone feels respected and valued. We welcome the whole person to work and understand that each of us brings our experiences, our backgrounds, and our own unique lens to what we do.

We recognise that each employee/freelancer will have different needs and responsibilities, and we will accommodate these as best we can.

You will be supported by FBA in the following ways:

Equipment:	Equipment required to fulfil your role will be provided
Holidays:	30 working days per annum, including public holidays per year, pro rata to 3-days per week.
Pension:	Employer Pension contribution of 3%
Accommodation/	Travel to our workplace in Forres and accommodation is not covered.
Mileage:	Travel and accommodation to other locations as part of your duties as required.

Fulfillment:

- FBA actively supports and encourages training and development:
 - We approach this in a variety of ways; on joining the organisation, we undertake a training needs review and offer training immediately, and encourage staff to research training, which is relevant to their position, but also what interests them on a personal level.
 - We offer peer-to-peer training, in-house and using external organisations. Each person in our organisation is encouraged to share training outcomes with the team.

How to Apply

Please send us

- An up-to-date CV
- A cover letter (no more than 2 pages) or 3-minute film stating how you meet the knowledge, skills, and experience criteria and why you are interested in the post.
- An example of your writing, for example, a press release, marketing plan, or newsletter
- Contact details of two referees. We will not make direct contact with them without first seeking your permission.

Please submit your applications via the link below:

<https://podio.com/webforms/30261971/2541487>

Selection Process and Timeline

Application deadline: 5 pm, Wednesday 14 May 2025

Interviews: Interviews will take place on Monday 26 May 2025

If selected to come to the interview, we will contact you to arrange a time and discuss whether this will be in person or via a video conference platform. We will set a task, which will form part of the interview process, and this will be sent to you in advance.

If you would like an informal conversation about the role, please email Wendy Niblock, marketing@findhornbayarts.com

To find out more about the work of Findhorn Bay Arts and download Festival and project reports, please visit: www.findhornbayarts.com

To request our 2025-2028 Business Plan, please email office@findhornbayarts.com