

CiRCOMEDIA

Job Description: Head of Marketing

Job Title:	Head of Marketing
Salary:	Starting salary: £33,000. Salary band: up to £37,000
Hours:	35 hours per week with some flexibility required. Occasional weekend and evening work will be required to fulfil the requirements of this post.
Reports to:	Head of Operations / Deputy CEO
Reportees:	2 x Marketing Assistants (part time), 1 x Student Recruitment Officer (full time)
Location:	This role is based at Kingswood Estate, Kingswood, Bristol and at St Pauls, Portland Square, Bristol.

About Circomedia

Circomedia is a leading centre for contemporary circus and physical theatre, based across two sites in Bristol. For more than 30 years we have trained, inspired and supported circus artists, students and communities locally, nationally and internationally.

We reach around 29,000 people each year as participants, performers, learners and audiences through:

- Accredited qualifications (BTEC, FDA and BA) at our Kingswood campus – currently 76 students are enrolled.
- Weekly youth, community and recreational classes for nearly 600 children, young people and adults.
- Professional performance programme and events at our city-centre venue in St Pauls.
- Festivals, community outreach and industry partnerships providing opportunities for students, alumni and artists.

Our team of 60+ staff, most of them practising artists, combine teaching, performing and community engagement. This creates a unique environment where training is rooted in the realities of the profession.

We are a registered charity, and we proudly advocate for and contribute to the UK's vibrant circus community.

Circomedia has played a central role in Bristol being recognised as a Circus City with a vibrant ecology that nurtures the next generation of artists. We continue to work with partners across the UK and abroad to secure the future of this distinctive and evolving artform.

Why Join Us?

Working at Circomedia means being part of an organisation where your ideas and input matter. You will contribute to:

- Sustaining circus and physical theatre for future generations.
- Inspiring young people to develop resilience, creativity and confidence.
- Bringing live performance and community projects to diverse audiences.
- We offer a friendly, supportive workplace where your work makes a real difference every day

Circomedia's Values

Ambitious: We push boundaries in education, performance and participation

Collaborative: We work with artists, communities and partners to create opportunities and share knowledge

Creative: We embrace innovation and celebrate difference

Job Overview

The Head of Marketing is a dynamic, hands-on role that leads the planning and delivery of Circomedia's marketing and sales activity across all areas of the organisation, including student recruitment, the live performance programme, recreational classes and youth circus, events, and fundraising.

Working closely with the wider team and reporting to Head of Operations/Deputy CEO, this role is responsible for developing and implementing the Marketing Strategy in line with Circomedia's business priorities, and for managing the marketing team to ensure the successful and creative delivery of this work.

The role oversees all aspects of marketing and communications, including brand and profile raising, copy writing, content creation and capture, audience development, digital marketing (socials, web etc.), print marketing (brochures, flyers, posters, OOH), paid campaigns, and PR & communications, as well as the sales of shows, classes and events via Spektrix. It involves regular analysis and reporting of audience data and campaign performance to the board, Arts Council England and other funders.

This position also leads on communications for individual giving and membership fundraising, and the administration of our CRM system, Spektrix. As part of the Senior Management Team, the role proactively contributes to cross-departmental collaboration and organisational development.

Main Responsibilities:

Marketing and Communications

- To lead on the development, implementation and delivery of organisation wide Marketing Strategies in line with business priorities
- To create and deliver on a robust content plan for the organisation across our various programmes (student recruitment, live programme, classes & youth circus, events, fundraising)
- To lead on the sales of shows, classes and events using our Spektrix box office software
- To plan, develop and manage paid campaigns including digital advertising (eg Meta advertising, Google Ads), press ads and out of home advertising
- To write engaging copy for a variety of needs ensuring content is accessible and our tone of voice is maintained across our brand
- To plan, develop, distribute and measure the impact of print resources with sustainability in mind
- To plan and manage photography and filming of shows, events and student activities as needed
- To manage the delivery of our monthly newsletter and other email-based marketing
- To lead on press and PR activities relating to Circomedia's programmes, including writing press releases, pitches and coverage requests
- To manage Circomedia's website, considering audience journeys, SEO and GEO, with support from the wider marketing team
- To design marketing assets such as social media content and print materials on Canva/Photoshop, and develop design briefs for more detailed projects with external designers / agencies
- To lead on fundraising communications linked to individual giving and our public membership scheme

Insight, Data and Reporting

- To analyse data from Google Analytics, Spektrix, social media channels etc to evaluate the success of marketing efforts and produce innovative ideas to improve brand awareness and sales
- To lead on reporting of ticketing, sales and marketing data to Arts Council England via Illuminate

People and Budget Management

- To manage the marketing team, freelancers and agency contacts to deliver campaigns on time and to the highest possible standard
- To strategically manage the annual marketing budget

General Responsibilities

- To attend and contribute to staff meetings and events
- To advocate for Circomedia, communicating enthusiastically and confidently about its impact
- To play a key role in Circomedia's Senior Management Team
- To undertake training to build knowledge and skills relevant to this role
- To work in line with the company's mission, vision and values
- To consider accessibility and sustainability in our marketing decisions
- To have a strong understanding and awareness of GDPR principles and to work within these parameters
- All staff are required to work within Circomedia's equal opportunity policy
- All staff are required to ensure that Circomedia Health and Safety policies and procedures are adhered to

This job description and duties may change and develop according to future requirements.

Person specification:

Essential

- Previous experience in a lead marketing role or equivalent
- Proven experience in the planning and implementation of organisation-wide marketing strategies and campaign planning
- Line management experience and the ability to both lead a team and work independently
- Ability to manage annual and project specific marketing budgets
- Ability to use data to inform key decisions when it comes to marketing planning
- Excellent communication skills with a flair for writing creative and engaging copy, and thorough proofreading skills
- An eye for design and a working knowledge of design software such as Photoshop, Canva, InDesign or equivalent
- Experience using CRM systems like Spektrix for ticketing, data management and reporting
- WordPress and SEO knowledge with some experience of HTML and GEO being desirable
- Experience using marketing email platforms like Dotdigital or MailChimp
- A proven record of managing and reporting on the successful use of Social Media Channels (Instagram, Meta, TikTok, LinkedIn)
- IT skills including Microsoft Office, Teams, Outlook and Google Drive
- Ability to adapt quickly and efficiently to a variety of demanding situations and needs

Desirable

- A degree or relevant qualification in Marketing or equivalent
- Experience working in a similar position for an arts venue, theatre company, festival or similar

- Experience working within a further education or higher education setting
- Experience working on individual giving level fundraising, Crowdfunders or membership schemes
- Understanding of the circus sector (performances/performers)
- Experience in content capture and editing including photography and filming
- Experience creating and managing Google Ad campaigns

Diversity, Access and Inclusion

We believe our work will be stronger with greater diversity. Our goal is to be an inclusive place to work and for our team to fully reflect the communities we work with. We welcome applications from people of all backgrounds and particularly those that are underrepresented in our organisation and the creative sector. This includes people who identify as working-class, Black, Asian, mixed heritage or other global majority backgrounds, transgender, non-binary, D/deaf, visually impaired, disabled or neurodivergent.

If you need any access support for your application or during the recruitment process, please contact us by email at recruitment@circomedia.com or call 0117 947 7288.

As part of our commitment to the Disability Confident Employer 'Offer an Interview' scheme, we guarantee an interview to anyone who identifies as disabled (as defined by the Equalities Act 2010) who meets the essential criteria set out in the person specification, subject to the volume of applications received.

Benefits

- Flexible and hybrid working by arrangement.
- Company pension scheme.
- Discounted tickets to Circomedia shows, classes and merchandise.
- Employee Assistance Programme and staff discounts scheme.
- Cycle to Work and childcare voucher schemes
- Learning and development opportunities

Application Process

Application deadline: 23:59pm, Tuesday 30 June 2026

Interviews: Will be held on Thursday 9 July 2026.

Candidates will be asked to prepare a short presentation. Details of the presentation topic and interview questions will be shared with candidates in advance.

Final decision: We aim to offer the role within a couple of days of the interview.

Start date: We are looking for someone to start the job as soon as possible – subject to references and right to work checks.

How to Apply

Please send the following to recruitment@circomedia.com with the email subject 'Head of Marketing':

- Your CV in a Word or PDF format.
- A covering letter (no more than 2 pages) in a Word or PDF format OR a short video or audio file (max. 5 minutes – send via We Transfer).

- Please state in your email if you'd like your application to be considered under the Disability Confident Employer 'Offer and Interview' scheme.
- In your email, please provide contact details for two referees. One of your referees must be your most recent employer/client and neither will be contacted until the position is offered and we have your consent.
- Please also fill in our anonymous [equal opportunities form here](#)

Questions?

If you have any questions or would like an informal conversation about the role, contact Tom Newman, Interim CEO at tomn@circomedia.com or call 0117 947 7288.