

Camden Art Centre Arkwright Road London NW3

Marketing and Communications Manager - Permanent, full-time



Camden Art Centre, 2020. Courtesy of Pentagram.

Camden Art Centre is recruiting for a **Marketing and Communications Manager**, an exciting opportunity to lead brand development, audience development, and content creation for an internationally recognised and respected cultural organisation. The role leads our communications department and has strategic oversight of our wider communications activity and brand profile, driving new audiences and stronger engagement with all our programmes. It promotes our exhibitions, learning, residency and public programmes to audiences across the UK and internationally, with targets to increase both visitors to our building and online audiences through engaging and informative digital content. We also have a strong focus on commercial development opportunities including hires, retail, courses and partnerships, and the role will be integral to developing a marketing strategy that supports ambitious income targets.

The successful person will have a proven track record of practical experience within communications and marketing within the contemporary visual arts, cultural or digital media sector. They will have an excellent visual eye and attention to detail, and have a creative and collaborative approach to building successful communications campaigns, especially in the digital realm. They will enjoy working flexibly within a busy team environment and be target driven.

Camden Art Centre is committed to achieving diversity across our staff, board, programmes and audiences, reflecting our community in North London and internationally. We want and aim to be an open and progressive organisation with equity and social justice at the forefront of our work. We proactively seek to include diverse and under-represented voices and Camden Art Centre operates a zero-tolerance of discrimination.

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We know that creating a truly inclusive culture is a journey, and we are deeply committed to this journey, including ensuring there is appropriate training and meaningful dialogue across all staff and board members to support commitment.

We are particularly interested in applications from people from backgrounds that are underrepresented in the museums and galleries sector, including people from low-income backgrounds, people with disabilities, and people from Black, Asian, and ethnically diverse backgrounds.

Camden Art Centre is committed to meeting the needs of applicants with disabilities. Visit our [access webpage](#) for general information. Please see [our recruitment guidance document](#) provided for further information.

This job pack will give you more information about the role.

We provide [additional guidance notes](#) to help you better understand the recruitment process, the information we need to know about you to understand if you are the right person for this opportunity, and how best to approach completing your application.

Thank you again for your time and best of luck with your application.

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The Shop at Camden Art Centre, 2023. Photo: Rob Harris.

What is enclosed in this document?

1. Key recruitment information
2. About Camden Art Centre
3. Job Description
4. Person Specification
5. Equal Opportunities guidelines and monitoring

1. Key recruitment information

Closing date for applications: Monday 8th September 2025 by 10am

Interviews will take place: Friday 19th September 2025

Please note that we are unable to consider any applications which are received after the deadline. If you cannot make an offered interview time, we may not be able to give you an alternative.

Unfortunately, due to the high volume of applicants, we are unable to write back to all applicants at the shortlisting stage or to give specific feedback on why you have not been shortlisted. If you do not hear from us by **19th September 2025**, please assume that you have not been shortlisted in this instance.

Applicants must have the right to work in the UK.

Please do not send CVs.

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Please send us your completed application form to recruitment@camdenartcentre.org with '**Marketing and Communications Manager**' in the subject line.

Please also complete the online equal opportunities monitoring form here:

[Equal Opportunities monitoring form](#)

The equal opportunities form is confidential and separate from your application.

If you have any queries regarding the role or any difficulty in completing your form, please contact us at recruitment@camdenartcentre.org.



Camden Art Centre, akâmi: Duane Linklater at Camden Art Centre 2025. Photography by Elliot Baxter.

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2. About Camden Art Centre

Since 1965 Camden Art Centre has been a place for art and the people that make it. Rooted in our local community and internationally acclaimed, we foster a sense of belonging and a deeper relationship to art. We aim to push boundaries and connect people to their own creativity through our exhibitions, residencies, events and learning programmes.

Originally built as a public library, the building now combines historic architecture with open, modern spaces and a secluded garden with free entry for all. Camden Art Centre has always led the way supporting artists and audiences to create and engage with the most vital and inspiring contemporary art and culture today.

Our vision

For us all to be empowered to explore our creativity and to deepen our enquiry of the contemporary world.

Our mission

To be a space to look, make, think and talk about the most vital and inspiring contemporary art and culture today; a place to connect to your creativity.

Our values are to be:

Open

Thoughtful

Challenging

Rigorous

and to centre creativity in everything we do.

Camden Art Centre has championed over-looked and under-represented artists from every generation. From early shows like 'Contemporary African Art' in 1970, to the very first UK exhibitions of then little-known figures like Hilma af Klint in 2006, Forrest Bess in 2022 and Martin Wong in 2023. For over 50 years, we have worked ahead of the curve, giving early support and exposure to artists including Phyllida Barlow, Sophie Calle, Martin Creed, Mary Heilmann, Kerry James Marshall, Mike Nelson, Laura Owens, Veronica Ryan, Yinka Shonibare, Kara Walker, Christopher Wool and more recently Allison Katz, Walter Price and Mohammed Sami.

Our world renowned exhibitions programme supports artists at every stage of their careers, enabling them to make work that is relevant for today: brave, challenging, engaging and vital.

Camden Art Centre is an Arts Council England (ACE) National Portfolio Organisation (NPO) and a registered charity governed by a Board of Trustees. We have a team of around 25 plus Front of House and artists and freelancers who work on our programmes.

[Tap here to explore](#) our archive, featuring past exhibitions, residencies and projects.

For more information, visit camdenartcentre.org

YouTube: [Camden Art Centre - YouTube](#)

Instagram: [Camden Art Centre \(@camdenartcentre\)](#) • [Instagram photos and videos](#)

X: [Camden Art Centre \(@CamdenArtCentre\)](#) / [Twitter](#)

Facebook: [Camden Art Centre - Home | Facebook](#)

Benefits Include:

- 25 holiday days per annum, plus bank holidays (pro rata for part-time staff)
- Access to ICOM card for free entry to museums and galleries
- Complimentary tickets to CAC public programme events

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- Training and development opportunities
- Health and wellbeing support (Health Assured Scheme)
- Access to interest-free season ticket loan and cycle scheme partnership.



60th Anniversary Party at Camden Art Centre. Photography by Hydar Dewachi.

3. Job Description

Marketing and Communications Manager

Employer	Camden Art Centre	Place of work	Arkwright Road, NW3 6DG
Reports to	Deputy Director	Department	Communications
Salary	£40,000 per annum	Contract	Permanent
Hours/Days of work	Monday - Friday 10:00 – 18:00	Responsible for	Communications Coordinator

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Outline of role:

Camden Art Centre is recruiting for a **Marketing and Communications Manager** to be responsible for planning and managing campaigns that promote Camden Art Centre's overall brand, our artistic programmes (exhibitions, public programme, learning, residencies), and commercial activity (hires and events, retail, courses, cafe and partnerships) through all platforms. This includes website, social media channels, email marketing campaigns and print media campaigns, and involves working with and supervising both internal staff and external specialists, identifying emerging digital trends and growth opportunities.

They play a key role in ensuring broad visibility and reach for the organisation at a local, national and international level, and will work to audience and income growth targets. The post-holder will work closely with the Deputy Director and Director and liaise across all departments to ensure consistency of brand, tone of voice and accessibility within all material and to plan and deliver specific campaigns. They will oversee digital communications, have responsibility for audience analytics and will work closely with the Deputy Director for the implementation of our Audience Development Strategy.

Camden Art Centre is ambitious about increasing the visibility and reach of our work and expanding our audiences both in-person and online. Our recent focus has been around strategic development of digital content and connecting with online audiences, and we will be developing a marketing strategy that supports our growing commercial activity. The post-holder will be literate in visual storytelling with opportunity to feed into our longer-term strategies and establish structures to support our audience development and income generation ambitions.

It is supported by a full-time Communications Coordinator whose role focuses on our website, digital communication and social media, as well as in-house design and general support.

Key tasks and responsibilities:

Campaigns and Audience Development

1. In collaboration with the Deputy Director, deliver against our Digital Audience Strategy and develop an overarching Audience Development Strategy that underpins the aims and objectives of the organisation and that delivers increased audience, engagement and income targets.
2. Devise and implement creative marketing campaigns across all channels for the organisation's exhibitions, learning, public programme and residency projects in consultation with the Director and relevant staff, building audiences and profile.
3. Work with the Commercial, Development and Front of House teams to conceive and implement marketing plans, strategies and initiatives for all commercial and fundraising activities including shop and editions, event and venue hire, paid courses, individual giving and relationships with patrons and other supporters, working towards broader targets to increase earned and fundraised income.
4. With the Communications Coordinator deliver campaigns and monitor the effectiveness of our strategies, through data gathering, collation, analysis, and reporting, providing quarterly progress updates and impact reports for staff and trustees.
5. Develop and adhere to the organisation's brand strategy and tone of voice guidelines, ensuring consistency in all areas of communication including marketing material, website, social media, promotion and publicity.

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6. With the Communications Coordinator, sign off a monthly communications calendar schedule, compile and proof bi-monthly e-newsletters, social media content and bespoke campaigns to segmented audiences. Monitor effectiveness of our communications and report back to monthly team meetings.
7. Work with our café franchisee to ensure integrated communication on menu offers and café events to build audiences to the Centre, promoting the café as a destination in its own right.
8. Work closely with the Administration and Personnel Manager and Front of House team to champion and deliver an exceptional customer experience, ensure key messages are presented front of house, increase audience engagement across all channels and increase gallery and event footfall.
9. Work with the Deputy Director to set and monitor the Communications Budget ensuring targeted investment and structuring annual budgets in line with wider strategic plans. Input data and reconcile on a quarterly basis to ensure accurate forecasting.

Press

10. Support the External PR support to write press releases and compile credited and authorised image databases for each exhibition or project.
11. Lead on devising press campaigns with local press to increase profile within our local community, building relationships and maximising opportunities to engage with all Centre activities.
12. Disseminate press coverage and collate reports for quarterly trustee reports.

Digital

13. Oversee the development and implementation of Camden Art Centre's Digital Audience Strategy including social media and film assets, working collaboratively across the organisation and with freelance videographers to coordinate and actively integrate digital content from all teams. Regularly review impact including through our digital dashboard, keeping up with trends and best practice across a changing digital environment including use of AI.
14. Oversee the update and technical development of the organisation's website and digital channels and profile, delegating specific duties to the Communications Coordinator. Trouble shoot website issues in collaboration with our website developers.
15. Manage search engine optimisation, Google AdWords and any other initiatives to drive traffic to the website and other digital channels.
16. Be responsible for the coordination of visitor contacts into our CRM system, including effective integration with our E-Newsletter provider Mailchimp, Eventbrite and Shopify for targeted mailouts.
17. Oversee general functions of the online shop, and with the Head of Commercial, Assistant Retail Manager and Retail and Editions Manager devise strategies to further drive sales.
18. Work with external artists and the exhibitions curators to coordinate the timely delivery of moving image content for each exhibition, with versions for interpretation and social media, in order to maximise use of content and drive audiences. Coordinate installation photography for digital distribution.
19. Work with the learning and public programme team to coordinate documentation through photography, audio and broadcast in order to expand awareness of and participation in our programmes and increase audiences.

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20. Oversee the film reel for the foyer screen, ensuring a balanced selection of material and promotion of key events or activities within the Centre.
21. Oversee the digital image database with the support of the Communications Coordinator.

Writing, Production and Design

22. Edit, write copy, design and proof as appropriate CAC's programme marketing materials, currently the seasonal bulletin, invitations, fortnightly e-newsletters, posters and event leaflets. Ensure a single voice and formatting that is relevant to the target audiences, and in keeping with brand and tone of voice guidelines.
23. Project manage the production of all printed and digital material ensuring they are delivered on time and within budget. Liaise with external design companies, Programme Team and Director for building and exhibition signage and vinyl, building wayfaring, café and shop communication, advertising and other materials as required.
24. Manage and support the Communications Coordinator for production of in-house leaflets, posters, event programmes, promotional flyers and invitations as required, utilising templates provided and ensuring CAC's branding guidelines are met. Manage distribution liaising with external companies as required.
25. With the Exhibition Curators, manage production of interpretation material, wall texts, exhibition labels, handouts and maps with the support of the Communications Coordinator.
26. Co-ordinate advertising, negotiate prices, and book spaces ensuring value for money amongst larger campaigns.

General

27. Abide by General Data Protection Regulations 2016, Privacy and Electronic Communications Regulations 2003, and the CAC Data Protection Policy.
28. Ensure that CAC remains up to date with new initiatives and communication methods to support our programme and audience development objectives, especially in the digital realm.
29. With the Director and Deputy Director, take a proactive role in representing Camden Art Centre at meetings with external key stakeholders and networking groups.
30. Manage direct delivery of assets during peak periods or cover for holiday and sickness.
31. All staff on this band are required to be an occasional keyholder with some evening and weekend work required, for which time off in lieu will be granted.
32. Operate in accordance with the Centre's health and safety, employment, equal opportunities, environmental, anti-racism, safeguarding, data protection and other policies and procedures.
33. Maintain a commitment to training and professional development and participate in staff team activities.
34. Undertake other duties as required to ensure the smooth running of the Centre.

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Person Specification

Essential skills / experience / qualities:

1. At least 3 years experience of working in a communications role within the contemporary visual arts, cultural or digital media sector
2. Knowledge of the contemporary visual arts and current best practice in promoting contemporary visual arts and arts venues
3. An ability to talk about art with enthusiasm, accuracy and conviction
4. Proven track record in devising and delivering multi-channel campaign plans, and meeting growth targets.
5. Experience of working to Social Media and Audience Development Strategies, utilising data to inform campaign plans, and inputting and analysing data to provide reports.
6. Experience of working within identified brand and tone of voice guidelines
7. Experience of digital content production and working with videographers
8. Experience of working closely with design agencies on producing venue collateral
9. Experience of utilising CRM systems such as Salesforce
10. Able to work in a pressurised environment, manage competing priorities and deliver results within fluid circumstances.
11. Focussed, results-driven and enthusiastic
12. Experience of managing budgets and financial reporting
13. Positive and supportive behaviour in the workplace
14. Proactive support for the artistic and business aims of Camden Art Centre
15. A flexible and collaborative approach to working as part of a team
16. Honesty, reliability, punctuality.

Desirable skills / experience / qualities:

17. Graphic design skills, using Adobe Creative Suite programmes; Photoshop, Illustrator, Indesign.
18. Experience of website and/or CRM development project management
19. Knowledge of legal, copyright and intellectual property best practice
20. Experience of working directly with the Press and Media.
21. Line management experience

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5. Equal Opportunities Policy and Monitoring

1. Introduction
 - 1.1 Camden Art Centre (CAC) is committed to a policy of equality of opportunity in its employment practices and in the provision of services to users.
 - 1.2 The Sex Discrimination, Race Relations and Disability Discrimination Acts protect job applicants, employees, self-employed people, and contract workers alike and accordingly the word “employee” in this policy includes all such people who are protected by the Acts.
 - 1.3 Senior management fully supports this policy. All employees are responsible for its implementation and should request special training if they have any doubts about its application. An employee should address any questions in relation to the policy or any requests for special training to the Director.
 - 1.4 Employees who feel that they have suffered such discrimination should raise the matter with the Director.
2. A Statement of Policy
 - 2.1 As an employer CAC aims to ensure that no potential or actual employee receives more or less favourable treatment on the grounds of race, ethnic or national origins, disability, marital status, gender, sex, sexual orientation, age, class, responsibility for dependants or religious beliefs.
 - 2.1.1 Selection procedures and criteria are reviewed to ensure that individuals are selected on the basis of their relevant merits, abilities, experience, and qualifications.
 - 2.1.2 All employees must accept their personal responsibility for the practical application of the Policy but at the same time CAC acknowledges that specific responsibilities fall upon management, supervisory staff and individuals professionally involved in recruitment and employee administration.
 - 2.1.3 To ensure this Policy is consistently applied and monitored co-ordinating responsibilities have been assigned to the Administrator who will monitor the operation of the Policy for both employees and job applicants.
 - 2.2 As a service provider, CAC aims to ensure that its artistic programme reflects the cultural diversity of the community in which it is based. In particular it aims to ensure that audiences and users are not denied access to the programme on grounds of race, ethnic or national origins, disability, marital status, gender, sex, sexual orientation, age, class, responsibility for dependants or religious beliefs. The artistic programme also aims to challenge and explore issues around identity and society’s response to identity and ‘difference.’
 - 2.2.1 The exhibition and education programmes are reviewed to ensure that they reflect the needs and interests of the whole community.
 - 2.2.2 Targeted activities will be integrated into the programme in order to encourage increased use of the Centre by members of the community who ‘traditionally’ feel excluded from art spaces.
 - 2.2.3 All employees must accept their personal responsibility for the practical application of the Policy but at the same time CAC acknowledges that specific responsibilities fall upon management, supervisory staff and individuals professionally involved in programming and service provision.
 - 2.2.4 To ensure this Policy is consistently applied and monitored co-ordinating responsibilities have been assigned to the Director who will monitor the operation of the Policy within the artistic programme and other services.
3. Recruitment procedures
 - 3.1 Job descriptions and person specifications are regularly reviewed to ensure that they accurately reflect the responsibilities of the post and contain no indirect discrimination.
 - 3.2 The person specification and experience related to the job description provides the basis for the objective criteria for selection of candidates for short listing and appointment.
 - 3.3 Applicants receive a job description, person specification, and an equal opportunity form for details of protected characteristics such as sex, disability and race in line with Arts Council guidance, that will be used for monitoring purposes.
 - 3.4 Data may be referred to after initial shortlisting in order to choose between candidates of equal merit, in order to support our aim to diversify our workforce for individuals with protected characteristics.
 - 3.5 Interview panels will be kept to a minimum size and panel members will be briefed on the application of the policy and the inadmissibility of discriminatory questions.
 - 3.6 Candidates selected for interview will be asked the comparable questions. Candidates required to sit recruitment tests will be set the same tests.

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4. Grievances

Anyone who believes that there has been any breach of this equal policy or has a grievance in respect of any act of sexual or racial harassment or any other discrimination should raise the grievance in accordance with CAC's Grievance Procedure. Anyone who does not feel able to do this should raise it with the Director or if that is inappropriate, the Chair.

5. Discipline

An employee who harasses or discriminates against any other employee or CAC users or visitors on grounds of race, ethnic or national origins, disability, marital status, gender, sex, sexual orientation, age, class, responsibility for dependents or religious beliefs will be dealt with under CAC's Disciplinary Procedure. Such harassment or discrimination will normally be regarded as gross misconduct so that, on completion of the investigation and the relevant stage of the Disciplinary Procedure, the employee will be summarily dismissed.

Thank you for reading and good luck with your application.



Slogan plates created by Kingsgate Primary School pupils before 2019