

# TETBURY GOODS SHED

## A R T S C E N T R E

**Job Title:** Marketing Officer  
**Reporting to:** General Manager  
**Contract Type:** 12month fixed-term, 22.5 hours (3 days) per week  
**Salary:** £29-35k (pro-rata) dependent on experience  
**To apply:** Email CV and cover letter to Kathryn Limoi, Arts Centre Manager, office@tetburygoodsshed.co.uk, by 9am Fri 20 March 2026  
**Interviews:** Interviews for shortlisted candidates will be held at Tetbury Goods Shed Arts Centre, GL8 8EY on Thu 26 March

### About the Role:

Since opening our doors in December 2016, Tetbury Goods Shed Arts Centre has built a vibrant programme and a strong following. Now as we approach our tenth anniversary, the Goods Shed is an organisation on the move and the new Marketing Officer will be an integral part of the journey.

We are seeking an experienced and ambitious Marketing professional who can help us drive loyalty, sell more tickets, lead targeted campaigns, and raise our profile. This is an exciting opportunity for someone who is keen to see their work have real impact.

The Marketing Officer is a new role for the Goods Shed and is initially offered as a 12month fixed-term contract. Our hope is that the positive impact of this new role will give us the confidence to make it a permanent position after this initial period.

### Job Description:

The Marketing Officer will work with the General Manager to devise the arts centre's marketing strategy, and then take the lead on delivering it. This will range from event promotion to brand development; commissioning print to implementing end-to-end sales processes; managing the Goods Shed's online presence to coordinating in-venue advertising.

Tetbury Goods Shed has a small, tight-knit staff team and can only do what we do thanks to our wider community of volunteers and freelancers. The Marketing Officer will need to be able to draw on this pool of paid and unpaid support to deliver the arts centre's aims for this new role. This will demand a judicious approach to prioritising tasks and objectives, a sensitivity to the difference between working with volunteers and freelancers, and the ability to strike an effective balance between delivery and delegation.

The Marketing Officer will be based at the Goods Shed and office hours will typically be Wed-Fri 9am-5pm but with occasional evening and weekend work.

## **Person Specification:**

### **Essential**

Marketing and PR experience and a passion for arts, culture and community  
Self-starter, multi-tasker with a can-do attitude and the ability to take ownership of tasks  
Excellent written, verbal and visual communication skills  
Experience of creating and/or commissioning engaging assets for print and digital channels  
Ability to think short and long term and to analyse audience data  
Adept at prioritising tasks and effective decision-making  
Confident user of Microsoft Office, Google Drive, Canva and other relevant software  
Effective user of social media and other online tools such as WordPress and MailChimp

### **Desirable**

Arts and events marketing and PR experience including strategy and brand management  
Experience of working with freelancers and volunteers  
Experience of creating and managing websites  
Effective at building mutually beneficial partnerships  
Track record of building audiences through targeted e-marketing and driving sign-ups  
Ability to make effective use of social media advertising  
Agile content creator, adept at quick-win camera-phone video and image making  
Strong knowledge of CRMs and creating end-to-end customer engagement processes  
Ability to manage budgets and achieve a lot with a little  
Understanding of GDPR legislation and its application to marketing