**Job Title** **Marketing and Communications Lead**

**Reports to** **Head of Operations**

**Works With CEO, Head of Operations, Head of Programming, WHALE Arts team**

**Location** **WHALE Arts, Wester Hailes, Edinburgh**

**Contracted Hours** **14 hours a week/ 2 days**

**Contract** **Permanent**

**Salary and Benefits** **£26,326 (pro-rata)**

**Role Purpose**

The Marketing and Communications Lead is responsible for marketing and communications activities for WHALE Arts. The role requires creativity, organisation and the ability to communicate our impact, activities and stories to a wide range of audiences including community members, funders, artists, and partners.

Key responsibilities include the creation and delivery of positive, confident content; marketing and communications; and collaborative working and partnerships that support and that reflect our vision and mission.

**Scope of the Job**

**Marketing and Communications**

Using our Communications and Engagement Strategy develop and deliver:

* Marketing and communications for both individual projects and the organisation as a whole.
* Audience development campaigns to increase participation, grow WHALE Arts’ reach, and support business and fundraising objectives.
* Engaging content creation and management for digital and print platforms, including the website, social media channels, newsletter, and promotional materials.
* Ensure consistency of messaging, tone, and visual identity of the WHALE Arts brand across all communications.
* Monitor and analyse the performance of marketing campaigns and communication channels, using insights to inform future strategies.
* Work with the team to Manage press and media relations, including writing and distributing press releases and manage press and media relations.
* Work collaboratively with programme staff to align marketing activities with programme delivery, ensuring appropriate and timely promotion of events and opportunities.
* Lead on social media channels to proactively engage with current audiences (Facebook, Twitter, Instagram, TikTok)

**Accessibility and Safeguarding**

* Ensure all marketing and communications are GDPR compliant.
* Coordinate documentation requirements, including film and photography, organising appropriate permissions and safeguarding requirements are implemented.
* Work with WHALE Arts Access group to ensure all social media, website & communications are accessible and meet the needs of our community ( this may include utilising tools such as image descriptions, screen-reader friendly website design, content warnings, BSL interpreted & captioned videos & social media content).

**Finance**

* Manage the marketing budget with support from the finance team.

**Data, Research, Evaluation, Reporting**

* Oversee the use of digital tools and platforms, including scheduling software, analytics, and content management systems and ensure marketing and communications databases are updated and maintained.
* Coordinate and collate audience data for monitoring and evaluation purposes to inform future marketing plans and reporting to fundersin partnership with the Front of House Team

**Other Duties**

* To comply with relevant WHALE Arts Agency policies.
* To undertake any relevant training in relation to the post.
* To engage with the community, supporting the team with events, reception cover as required.

*Job descriptions cannot be exhaustive and the post-holder may, from time-to-time, be required to undertake other duties, which are broadly in line with the above key responsibilities.*

**Person Specification**

**Essential**

* Proven experience in a marketing and communications role, ideally within the arts, cultural, or third sector.
* Strong understanding of marketing strategy, campaign planning, and audience development.
* Excellent written and verbal communication skills, with the ability to produce clear, compelling content for different audiences.
* Experience managing digital communications, including websites, email marketing, and social media platforms.
* Proficiency in using design and content creation tools (e.g., Canva, Adobe Creative Suite, WordPress, Mailchimp).
* Strong interpersonal skills with the ability to work collaboratively across teams and with external partners.
* Awareness of current relevant legislation including GDPR.

**Desirable**

* Experience working in or with community-based organisations.
* Knowledge of the local cultural and community context in Wester Hailes and South West Edinburgh.
* Experience with photography, video production, and editing.
* Knowledge of accessibility and inclusive communications best practices.

To apply, please send

* your CV
* a covering letter (or max 5 minute video/audio statement) explaining your suitability for the role
* Equality and Diversity Monitoring Form

to [recruitment@whalearts.co.uk](mailto:recruitment@whalearts.co.uk)

by 9am on Monday 14 July 2025. Interviews will take place on Wednesday 23 July.

For further information, please contact [info@whalearts.co.uk](mailto:info@whalearts.co.uk) (Kate Griffin), or call 0131 458 3267, or visit [http://whalearts.co.uk](http://whalearts.co.uk/)