



We're looking for a freelance marketing manager!

We're [Art with Heart](#), an award-winning Salford based arts company that designs and delivers performances, workshops exhibitions and people-led creative projects for community groups, arts organisations and schools across the UK. We're currently looking for a freelance marketing manager for a few months in the new year, with the potential for long term work with us.

Who we are

Led by Sarah Emmott and Rachel Moorhouse, Art with Heart is a small, passionate, community-led team in Salford who create projects that are rooted in care, co-creation and accessibility. We lead tricky conversations in comfortable spaces, meet people where they are and create work that uplifts, questions and connects. We believe that when people come together through theatre and art, they have the power to make change - and that it's our responsibility to create representative spaces where they can give it a try.

That change can take place where it's needed: in theatres, classrooms, community centres, libraries, on trams - and even in caravans - using whatever artform fits best: plays, podcasts, workshops, films and exhibitions. We have been commissioned to create and deliver work for some of the UK'S leading cultural organisations such as Southbank Centre, The Lowry, Contact, Gallery Oldham, Museum of London, Science and Industry Museum and People's History Museum

Freelance marketing manager job description

Breakdown of work:

Temporary contract, with a view to extend funding dependent. 13 days work between January and March 2026. Work broken down as:

January - 4 days

February - 4 days

March - 4 days

2 additional days to be used where we see fit.

Fee: £225 a day

We're looking for a freelance marketing manager to join our team one day a week. This is a great opportunity for a real doer who loves the arts, community building and everything Art with Heart gets up to. We're looking for someone who is an all-rounder, comfortable coming up with ideas, creating graphics, editing a cheeky reel, and writing mint copy. We're a small team, and working together closely is a big part of who we are.

We want you to come in and find a place where you fit – this is an exciting opportunity for your skillset to shape our next phase of marketing – and we can't wait to meet you!

What we're looking for:

- Someone with at least a couple of years marketing experience.
- Either have worked in or are super passionate about arts, culture and community.
- Someone who wants to come and get stuck in with their own ideas.
- A freelancer with a relatively flexible schedule.
- Dead organised and able to deliver work on schedule to a high standard.
- Full of ideas for our marketing and ready to implement them with us.
- Familiarity with marketing tools: Mailchimp, Instagram, Facebook, Bluesky, LinkedIn and adjacent tools like Canva, Adobe Suite, Capcut.
- Exceptional attention to detail.
- Must be Greater Manchester based. We'd love to hear from anyone with a connection to Salford.

What your role will involve

There are lots of moving puzzle pieces to marketing management at Art with Heart, and while some of your activity will be the same every month, you'll also find yourself dipping your toes into different elements of communications depending on projects we're running. Here are some examples of what you might get up to:

Strategic & Management Responsibilities

- Working alongside Creative Director Rachel to create marketing and communications strategies and plans.
- Build strategies to grow the Art with Heart brand and engage new audiences.
- Manage freelancers producing marketing/comms content.
- Support fundraising initiatives through marketing and communications activities.
- Ensure all marketing and communications materials are accessible and share knowledge of best accessibility practices with the team.
- Protecting the Art with Heart brand and its usage across different media and with our partners.

Content & Copywriting

- Copywriting for events and projects (sometimes lead, sometimes editing).

- Gathering information for projects (bios, photos etc) and everything you need to make good content.
- Writing press releases or working with external comms teams to brief what's needed for press.
- Gathering content for our bi-monthly newsletter and building on Mailchimp.
- Filming and editing reels or managing the team as they make their own.
- Collaborate with the wider AwH team to discover stories and content.

Social Media

- Create monthly content calendars for Instagram, Facebook, and LinkedIn
- Produce content from the calendar, including graphics, copy, and short videos.
- Delegate content creation where necessary to appropriate team members.
- Schedule and post signed-off content in advance.
- Respond regularly to comments and messages.
- Monitor developments in arts and culture to inform AwH's social content.
- Report monthly with stats and insights for continuous improvement.
- Identifying news/campaigns that align with our values and are relevant to the communities we serve,

Website

- Keep website up to date with project information.
- Add blogs, news articles, and project pages.
- Update quotes, photos, and copy as appropriate.
- Write alt text for photos.

Audience Development

- Share event information with the AwH admin team to support their audience development work.
- Undertake grassroots marketing (e.g. identifying, joining, and posting in local Facebook groups).
- Building relationships within local communities / in person grassroots promotion for projects

How to apply

Please send a CV, covering letter and links to examples of your work if you have them. We'd love to hear about why you're interested in the role and what you think you can bring to our team.

Email: hello@artwithheart.org.uk

Deadline: 31st October

Interviews will take place in early November.

Please note: As a small, part-time team, we have more limited capacity than larger organisations. Unfortunately, this means we're unable to provide feedback to every applicant. However, we will be in touch with shortlisted candidates to arrange a meeting. If you're not selected this time, we can keep your CV and details on file for future opportunities.

Access

We're committed to access and inclusion and meeting your needs, so please feel free to speak with us about any access requirements at this stage of the process or when working with us and we'll always support where possible.

Inclusion

We welcome applications from people of all ages and backgrounds, especially those from backgrounds that are underrepresented in the arts, including Working Class, Global Majority, Deaf, Disabled, Neurodivergent and LGBTQIA+ communities. As a company who have a focus on working with working class, neurodivergent and disabled freelancers and participants, we would especially love to hear from people who are part of one (or all) of these groups so our team can be as reflective as possible of the communities that we serve.