

## Marketing Manager (Full time)

**A fantastic opportunity to join a dynamic organisation and award-winning cultural venue.**

The Horton is a venue for arts, heritage and events, managed by a registered charity. The grade II-listed building – the former Horton Asylum Chapel – opened in 2022 following a major renovation works and now hosts a programme of live music, theatre, comedy, exhibitions, workshops and more. The Horton Gardens opened in 2025 with a successful season of outdoor performances.



**Job Title:** Marketing Manager

**Reporting to:** Director

**Salary:** £32,000

**Benefits:** Staff discount in The Horton Café; Free and discounted tickets; Employee Wellbeing Support Service; Training Opportunities; Organisational membership of professional bodies. This is a full-time role but a four-day week (salary pro-rata) may be considered for the right candidate. The role will include working occasional Saturdays.

The Horton is looking for an experienced marketing professional who thinks analytically as well as creatively; someone who understands the great potential of The Horton and has the skills and enthusiasm to support our growth.

The ideal candidate will bring creative communication skills, strategic insight and hands-on marketing experience, with excellent knowledge of current online and off-line approaches.

The role's core purpose is to ensure The Horton's expanding programme of activities meets sales targets, to maximise community impact and uphold our brand.

The Marketing Manager will plan and deliver excellent campaigns that raise The Horton's profile and maximise visitor numbers. They will assess their effectiveness to inform decision-making and budget allocation.

This role will suit someone ambitious and self-motivated who wants to manage their own workstream whilst being part of a busy, friendly team.

## **Role Description**

### **Planning and management**

- Create and maintain marketing plans for The Horton's busy programme of events, activities and hospitality.
- Proactively manage concurrent projects with effective prioritisation.
- Ensure planning documents are kept up to date and accessible for other team members.
- Take overall responsibility for scheduling the design, production and distribution of printed materials.
- Brief and manage any marketing interns, freelance contractors, or marketing volunteers as required.
- Ensure milestones are met and allocated tasks completed to deadlines.
- Contribute to the organisation's overall strategic planning and sustainability.

### **Marketing & PR**

- Create marketing content, including overseeing The Horton's social media channels.
- Liaise with artists and agents to ensure each show and activity has appropriate marketing to maximise attendance.
- Develop and deliver campaigns, as required, for specific events.
- Develop metrics for measuring the success of marketing and PR activities.
- Develop promotional materials for events, venue hire and hospitality.
- Build brand awareness, following The Horton's brand guidelines.
- Create email content in Mailchimp and provide audience data as required.
- Create and edit video content in Canva.
- Develop and maintain good relations with local stakeholders and media contacts.
- Write news stories motivational copy to a high standard.
- Identify, target and engage new audiences in line with The Horton's strategy.
- Provide regular reporting to the director and finance manager.
- Ensure internal marketing materials (signage, posters, flyers etc) are refreshed.
- Keep track of marketing materials displayed off-site and arrange replenishment and replacement of out-of-date materials.

### **Finance**

- Manage a small marketing budget for best return on investment.
- Support the director in meeting financial targets for earned income from ticket sales.
- Work with the finance manager to set future budgets for marketing.

### **Box Office & Programme**

- Act as main point of contact for box office external provider Ticketsolve.
- Set-up shows, events and products on our box office system.
- Develop and maintain expert knowledge of our box office system.
- Liaise with programmer to agree ticketing strategy and pricing for events.
- Act as main point of contact for any issues relating to box office and customer bookings.
- Sell tickets to customers as required.

## **Website**

- Keep The Horton website up-to-date and consistent with brand guidelines.
- Act as main point of contact with external website company, Fresh Pies.
- Create content for website news, event and information pages.

## **Other duties**

- Innovate – identify new opportunities to drive sales and increase visitor engagement.
- Act generally as a representative and ambassador of The Horton.
- Abide by The Horton’s policies and procedures.
- Uphold The Horton’s values of tolerance, including everyone, and welcoming diversity.
- Work with team members and trustees to ensure The Horton provides an excellent experience for all customers.
- Attend personal development and training, as required.
- Other duties as may from time to time be reasonably required by the director or charity trustees.

## **Person Specification**

### **Experience, knowledge and skills**

#### **Essential**

- At least three years of experience in a marketing role.
- Education to degree level or equivalent.
- Demonstrable track record of developing and delivering integrated marketing and PR campaigns
- Excellent organisational skills.
- Experience in content creation and design using Canva.
- Knowledge of metrics, data and insight in marketing.
- Experience of creating website content.
- Experience of using Mailchimp or similar.
- Enthusiasm for creative arts and heritage.
- Ability to prioritise tasks and juggle competing demands.
- Excellent communication and interpersonal skills – verbal and written.
- Exceptional accuracy and attention to detail.
- Commitment to The Horton’s values of tolerance, welcoming diversity and including everyone.

#### **Desirable**

- Experience of using Ticketsolve or similar box office ticketing system.
- Experience of budget management.
- Good Microsoft Excel skills.

- Experience working in the cultural sector.
- Understanding of operations in multi-use leisure or entertainment venue.
- Experience of working with volunteers.
- Knowledge of Epsom and surrounding areas.
- Good local contacts.
- Experience of developing relationships with influencers.
- Knowledge of audience development.

### **How to apply**

Please send your full up to date CV and covering letter explain why you are suitable for the role to [hr@thehortonepsom.org](mailto:hr@thehortonepsom.org).

Please ensure your CV and cover letter are sent as attachments and that each attachment is named.

Please put **Marketing Manager Application** in the Subject Line.

Closing date: Sunday 5<sup>th</sup> April 2026 11.59pm

Start date: ASAP