



## Marketing Manager

Are you a strategic, creative, and audience-focused marketing leader with a passion for the performing arts? Buxton International Festival (BIF) is seeking a dynamic and effective Marketing Manager to shape the way we are seen, experienced and remembered. We are looking for someone who can lead our marketing, communications, audience development, and box office strategies—while placing community, accessibility and engagement at the heart of everything we do.

Buxton International Festival (BIF) is one of the UK's leading arts festivals taking place in July each year. The Festival produces an opera season alongside a series of classical music and jazz concerts, and a literary series featuring leading writers and thinkers.

**Location:** Buxton – 50% hybrid (Sept-March)

**Contract:** Full-time, permanent (with 6 month probation period), 3 or 4 days per week

**Salary:** £35k FTE

**Benefits:** Discounted event tickets, Christmas/New Year office closure, 3% employer pension contribution, 28 days holiday (including bank holidays) on a pro-rata basis.

You'll be part of a festival team consisting of an Artistic Director who curates our Opera and classical music series, a Book Director who runs an opinion forming book festival and a Jazz Director who manages a Jazz weekend. As a senior member of a small but efficient and high-powered team, you'll champion the annual festival offering strategic, data-driven campaigns, compelling content and strong media relationships.

We don't expect you to come with it all.

But we do need someone with solid marketing foundations and creative flair – someone excited by audience insight and the power of digital. You'll be trusted to connect with new and existing communities and play a vital role in driving income that fuels artistic vision and strengthens operational capacity.

### About the role

You'll work closely with the CEO and the creative teams to lead campaigns for original and visiting productions, manage digital presence, and produce engaging content across our brochure, Friends newsletter, and website. Working with your team you'll forge meaningful connections with press, audiences and key stakeholders, to continue to grow the festival profile and reach. The Marketing Manager will create and deliver imaginative marketing campaigns; engaging target audiences, driving ticket sales and income targets for Festival events, and supporting web traffic and email acquisition targets. The ability to deal with multiple projects simultaneously and demonstrable interest in the performing arts is essential for this role. Experience of working with content management systems and digital analytic tools and an ability to work in Buxton is desirable

The role includes line management of a Marketing Assistant and PR Officer and a number for freelance marketers.

We're looking for a passionate marketer who is:

- Experienced in delivering creative, effective marketing campaigns
- Skilled in creating high-quality content for web, email and social media
- Data-informed and audience-focused
- A natural collaborator, energised by teamwork

Please email your CV and a covering letter to: [recruitment@buxtonfestival.co.uk](mailto:recruitment@buxtonfestival.co.uk)

Interviews will be held in the last week of August 2025 at the Festival Office. Please indicate in advance of the interview if you have any access requirements.