



**UNIVERSITY OF LINCOLN
JOB DESCRIPTION**

JOB TITLE	Barbican Marketing Manager				
DEPARTMENT	Barbican Creative Hub				
LOCATION	Barbican Creative Hub				
JOB NUMBER	CASH061	GRADE	7	DATE	March 2025
REPORTS TO	Barbican Director				

CONTEXT

The Barbican Creative Hub is an exciting and transformative addition to Lincolnshire’s cultural and creative landscape, set to launch in Spring 2025. Housed in an iconic Grade II listed building in the heart of Lincoln, the Hub will serve as a new home and catalyst for innovation and growth for the Creative Industries.

Spanning four floors, the Hub will offer a dynamic and vibrant mix of activity spaces for both members and the public—including research and development facilities, talks and events, pop-up exhibitions, a bespoke public café bar, studios, meeting rooms, and co-working spaces—all designed to support the region’s growing creative sector. A dedicated Creatives in Residence programme will provide generous support packages and affordable studios, nurturing artistic excellence.

The Hub will be operated by an agile, approachable and passionate on-site team, led by the Barbican Director, and managed by the University of Lincoln as part of its Centre for Culture and Creativity.

This is a pivotal moment to join the University of Lincoln and the Centre for Culture and Creativity. We are committed to transforming lives and communities through teaching, research, and civic engagement. Renowned for our pioneering approach to industry collaboration, we have developed unique partnerships at regional, national, and international levels – earning prestigious national awards over the past decade. As a significant anchor institution for the cultural and creative sectors, the Barbican Creative Hub represents a transformational asset that will drive ambition and innovation well into the future.

JOB PURPOSE

This role is key to developing, executing, and evaluating the Barbican Creative Hub’s strategic marketing and communications plan to support business objectives, including income generation, membership growth, and audience engagement. The postholder will lead integrated marketing campaigns across PR, advertising, digital, and social media to increase the Hub’s profile and drive engagement in line with GDPR.

Responsibilities include managing the website, social media, email marketing, and media relations to maintain and enhance the Hub’s reputation, working closely with external PR agencies and the University’s Communication team and line managing the Barbican Business Engagement Coordinator.

The postholder will establish and implement a CRM strategy to support membership, fundraising, and stakeholder engagement, while ensuring consistent brand messaging across all touchpoints. They will also oversee the design, production, and distribution of marketing collateral, as well as manage the marketing and communications budget. Regular evaluation of marketing and communications activities through data-driven insights will be essential.

In addition, the postholder will develop and execute a stakeholder engagement strategy, strengthen relationships with funders, members, and industry partners, and lead brand positioning efforts. They will support fundraising by creating compelling narratives and managing effective communication with funders, members, and patrons.

Providing senior-level guidance on audience development, positioning, and growth strategies is key, as well as representing the Hub in externally facing events.

As the most senior marketing and communications role within the Centre for Culture & Creativity (C4CC), the postholder will also provide oversight to marketing and communications activities across the C4CC, helping to raise the profile of its work and supporting the cultural and creative sectors. They will work collaboratively with the Director and C4CC to identify strategic partnership opportunities, contributing to cross-departmental initiatives.

KEY RESPONSIBILITIES

Marketing & Communications

- Lead the development, execution, and evaluation of a strategic marketing and communications plan to support the Hub's business objectives, including income generation, membership growth, and audience engagement. Ensure alignment with the Barbican's vision and values.
- Develop and oversee integrated marketing campaigns across PR, advertising, digital, and social media to enhance the Hub's profile and engagement.
- Manage and optimise all digital communications, including the website, social media, and email marketing, ensuring consistency and impact.
- Lead on media relations, working with external PR agencies and the University's Communication team to build and maintain the Hub's reputation.
- Establish and implement a CRM strategy to support membership, fundraising, and stakeholder engagement goals.
- Oversee the design, production, and distribution of marketing collateral, ensuring a consistent brand identity.
- Evaluate the effectiveness of marketing and communications activities through data-driven insights and reporting.
- Oversee the marketing and communications budget, ensuring cost-effectiveness and return on investment.

Brand Development & Stakeholder Management

- Develop and implement a stakeholder engagement strategy, strengthening relationships with funders, members, and industry partners.
- Lead brand positioning efforts, ensuring clear and compelling messaging across all touchpoints.
- Work closely with the Director and C4CC to identify and pursue strategic partnership opportunities that enhance the Hub's visibility and impact.
- Support the Director in fundraising efforts by creating compelling narratives, impact stories, and cases for support.
- Oversee the Hub's supporter engagement programme, ensuring effective communication with funders, members, and patrons.

Leadership and Strategy

- Provide senior-level marketing and communications guidance, advising the Director and senior leadership on audience development, positioning, and growth strategies.
- Lead marketing data compliance efforts, ensuring adherence to GDPR and best practices in audience management.
- Represent the Hub in key external meetings, conferences, and industry events.

- Contribute to the wider strategic planning of C4CC, supporting cross-departmental initiatives that enhance visibility and engagement.
- Line manage internal and external marketing resources, ensuring effective delegation and project delivery.

Creativity and Problem Solving

- Anticipate and manage reputational risks, providing strategic advice on crisis communications when required.
- Innovate and test new engagement strategies, using data and insights to refine marketing approaches.
- Identify emerging trends and technologies in marketing and communications to enhance the Hub's outreach and impact.

Finance & Operations

- Manage departmental budgets, ensuring income targets are met and expenditure is controlled.
- Provide regular reporting and strategic recommendations to the Cultural and Creativity Governance Board.
- Work collaboratively with the café operator to align marketing efforts and maximise revenue potential.
- Support cross-functional teams within the Barbican to ensure consistency in messaging and branding across programmes and initiatives.

Other

- Ensure compliance with all internal policies, including Health and Safety and Safeguarding.
- Deputise for the Director when required and contribute to governance reporting.
- Carry out additional tasks as needed to support the Hub's strategic objectives.

In addition to the above, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.

Additional Information

Key working relationships/networks	
Internal	External
<ul style="list-style-type: none">• Barbican Director• C4CC core team• Directors of other cultural assets• College Director of Operations• UoL Communications, Development and Marketing team• Governance Board	<ul style="list-style-type: none">• Stakeholders• Members, Tenants and Barbican users.• Trusts and foundations• Potential funders• Creatives/ visiting companies• Media partners• Suppliers• Creative sector in general inc Midlands NPOS• City, County and Local Authorities



**UNIVERSITY OF LINCOLN
PERSON SPECIFICATION**

JOB TITLE	Barbican Marketing Manager	JOB NUMBER	CASH061
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Selection Criteria	Essential (E) or Desirable (D)	Where Evidenced Application (A) Interview (I) Presentation (P) References (R)
Qualifications:		
Degree in relevant subject, or equivalent experience	E	A
Professional marketing qualification	D	A
Experience:		
Extensive experience of working in a business support / advocacy / growth environment and / or creative arts environment, ideally venue focused	E	A/I
Proven track record in stakeholder engagement, including developing cases for support, fundraising proposals, and delivering presentations to funders, partners, and corporate sponsors.	E	A/I
Demonstrated success in developing and delivering marketing, communication and stakeholder management strategies and audience development initiatives	E	A/I
Experience in data-driven decision-making, including audience insights, CRM analytics, and evaluating marketing effectiveness to inform strategy.	E	A/I
Strong experience in managing digital platforms, website content strategy, CRM systems, and using social media to drive engagement and income.	E	A/I
Proven ability in creating high-quality content, such as case studies, impact stories, and strategic communications across multiple media formats.	E	A/I
Proven experience in developing and leading strategic marketing, communications, and stakeholder engagement plans that align with business objectives.	E	A/I
Experience of financial planning, budget management, and revenue-generating marketing strategies.	E	A/I
Experience of leading teams, managing external agencies, and mentoring staff to deliver impactful marketing initiatives.	E	A/I
Experience of monitoring performance tracking against fundraising objectives and targets	E	A/I
Skills and Knowledge:		
Excellent verbal and written communication skills	E	A/I
Ability to initiate, manage, monitor, and evaluate strategies and policies	E	A/I

Excellent copywriting and content creation skills	E	A/I
Excellent time management, prioritisation and organisational skills	E	A/I
Strong interpersonal skills with the ability to build relationships effectively	E	A/I
Competencies and Personal Attributes:		
Creative and innovative thinker	E	A/I
Diplomatic	E	A/I
Attention to detail	E	A/I
Confident, credible, with a proactive and positive approach	E	A/I
Business Requirements:		
Willingness to work occasional evening and weekends, as required.	E	I

Essential Requirements are those, without which, a candidate would not be able to do the job. **Desirable Requirements** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

Author	TC	PBP	SP
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