



## Application Pack for the role of Marketing Manager – 3-year Fixed Term Contract

Thank you for inquiring about the above opportunity.

**The closing date for receipt of applications is 13<sup>th</sup> July 2026.**

Enclosed you will find:

- MK Gallery general information
- Job description and person specification
- Outline terms and conditions of employment
- Recruitment Monitoring Form

The application process for this post is by CV and written statement. Your CV and written statement will be judged against the person specification, which is the list of requirements for this post. You should ensure your written statement addresses each point of the person specification, giving details of the relevant skills and experience you have in each of these areas. Please also complete and return the Recruitment Monitoring Form. This form is managed wholly separately from your application and the information you provide is only used to gauge how effective we are in being open and inclusive in our recruitment processes.

### Commitment to equality and diversity

MK Gallery aims to have a workforce that represents a variety of backgrounds and cultures and can provide the relevant knowledge, abilities and skills for the organisation.

Anyone who meets the requirements of this job is eligible for employment within MK Gallery irrespective of age, disability, employment status, gender, health, marital status, sexual preference, membership or non-membership of a trade union, nationality, race, religion, social class, or other non-job-relevant personal characteristics.

We make every effort to eliminate discrimination, direct and indirect, from our recruitment and selection process. Where applicable, reasonable adjustments will be made at each stage of the recruitment and selection process as required to reduce any potential barriers faced by applicants and to give them equal access to employment opportunities.

If you need this application pack in a different format or would like to submit your application to us in a different way, e.g. by video or sound file please contact us on 01908 558314, [fnielsen@mkgallery.org](mailto:fnielsen@mkgallery.org) or at 3 Theatre Walk, Central Milton Keynes, MK9 3PX.

MK Gallery is committed to the Disability Confident Employer Scheme. Where a disabled applicant meets the essential criteria within the person specification for any of the Gallery's vacancies, they will be guaranteed an interview.

Due to the high volume of applications we receive, we are unable to make individual responses to applications. If you have not heard from us by three weeks after the closing date you should assume you have not been shortlisted.

If you have questions, or would like an informal chat about the role, please get in touch. We look forward to receiving your completed application and thank you for your interest in the vacancy.

**Francis Nielsen**  
Deputy Director



### **General information for applicants**

MK Gallery's mission is to provide access to high quality, innovative and thought-provoking art from around the world and through its programmes, stimulate participation and debate, building relationships between artists and audiences.

MK Gallery has three core values that support its mission:

- Quality – By championing excellence we seek to raise ambition and build confidence.
- Diversity – We welcome and actively support diversity and inclusivity.
- Opportunity – We are a platform for the development and exchange of art and ideas.



## About

MK Gallery brings world-class exhibitions and events together with pioneering learning and community programmes to Milton Keynes.

An independent café and shop, cinema from Curzon, and spectacular views over Campbell Park feature in this expanded building, which launched in 2019.

Three major exhibitions are presented each year across five elegant and spacious galleries, from thematic group exhibitions to in-depth solo presentations. Alongside our exhibitions, we offer workshops, talks and conferences, mixing emerging and locally based talent with established names. We also deliver a weekly film programme featuring the best of independent cinema in partnership with Curzon. We offer schools and family activities throughout the year and our artist-designed play area is open 365 days a year.

MK Gallery works with partners locally, nationally and internationally to bring the best cultural activities into the region. The Gallery is part of the Arts Council's National Portfolio and a member of the Plus Tate network.

For more details on our activities and programmes visit [www.mkgallery.org](http://www.mkgallery.org).





## Job Description

Hours:	Full-time (37.5 hours a week)
Term:	3-year fixed term contract
Accountable to:	Head of Marketing and Audience Development
Responsible for:	Ad hoc volunteer and apprentice support
Salary:	£26,700 - £27,500 depending on experience

## Summary

Main Duties and Responsibilities

### Marketing

- Devise and implement press and marketing plans for MK Gallery's exhibitions and wider programming.
- Promote MK Gallery's facilities to ensure high level usage of the venue's café, cinema, shop, hire facilities etc, and raise awareness of the building's accessibility.
- Ensure the clarity and consistency of the organisation's brand identity across all Gallery communications.
- Manage the day-to-day administration of individual, group and corporate membership packages and help the Head of Marketing and Audience Development grow the Gallery's support base.
- Co-ordinate our social media calendar, including paid and organic content.

### Digital

- With the Head of Marketing and Audience Development contribute to the upkeep and development of the organisation's website and information on other websites.
- Contribute to the development and implementation of MK Gallery's social media strategy, and monitor its effectiveness through data analysis.
- Develop and deliver online marketing communications activity to support achievement of audience and income targets.
- Build partnerships with relevant organisations to maximise opportunities to drive traffic to our digital sites.
- Create content and coordinate calendar for socials and other digital platforms through photography, videography, audio and broadcast.
- Oversee the digital image database.

### Print and Design

- Ensure that all print materials are accessible and available in a wide range of formats
- Edit and proof-read press and communications for accuracy and to ensure the tone of voice is appropriate for the target audience.
- Design digital content for social media to support our exhibition and wider commercial campaigns.
- Manage production schedules, design content or work with design companies where appropriate, coordinating with external printers, for all printed and digital marketing materials.
- Manage mail-outs and distribution of above, liaising with external companies.
- Support the development of interpretation material for exhibitions, cinema and programmes.

### **Press and Media**

- Be the key press and media contact for the organisation, developing strong relationships and responding to queries, setting up interviews and photoshoots as required.
- Create and manage internal systems for press cuttings, organisational statistics and communication material with the support of the Head of Marketing and Audience Development.

### **Reporting and Evaluation**

- Assess and report on the effectiveness of marketing campaigns against objectives, implementing contingencies where necessary and make recommendations for any improvement.
- Contribute to data collection strategies for external evaluations as required by colleagues, trustees, funders and stakeholders e.g. Audience Finder, Culture Counts and produce reports as required by the Head of Marketing and Audience Development.

### **Essential Skills and Experience**

- Experience of working in a marketing role ideally within the contemporary visual arts, cultural or digital media sector.
- Proven track record in devising marketing campaign plans and progress reporting, and in utilising data to inform plans.
- Experience of delivering successful digital marketing campaigns and use of analytics to track and report on them.
- Experience of design and working closely with design agencies on producing marketing collateral.
- Social media content creation and scheduling experience
- Good graphic design skills, using Adobe Creative Suite programmes; Photoshop, Illustrator, InDesign.
- First class copywriting and proof-reading skills.
- Strong IT skills, including Microsoft packages.
- Understanding of local, national and international press systems and culture.
- Experience of using content management systems.
- Experience of using CRM systems.
- Excellent communication and administration skills; ability to communicate effectively both orally and in writing.
- Able to meet deadlines and manage budgets.
- A flexible and collaborative approach to working as part of a team.

### **Desirable Skills and Experience**

- In-depth knowledge of the contemporary visual arts and current best practice in promoting contemporary visual arts and arts venues.
- Experience using Spektrix, WordPress and Dot Digital.
- Proven track record in devising, implementing and delivering an Audience Development Strategy (including digital) for a venue, in order to engage new and existing audiences.



**Appointment will be conditional on:**

- Successful completion of all pre-employment checks.

**Outline Terms and Conditions of Employment**

This summary contains the general conditions of employment. On offer of employment fully detailed conditions of employment will be issued.

<b>Post</b>	Marketing Manager
<b>Name of employer</b>	MK Gallery
<b>Place of work</b>	MK Gallery 900 Midsummer Boulevard Central Milton Keynes MK9 3QA
<b>Contract</b>	3-Year Fixed Term Contract
<b>Pension</b>	Stakeholder pension scheme (5% employer contribution)
<b>Hours of work</b>	37.5 hours per week
<b>Holiday entitlement</b>	25 days per annum and 8 Bank Holidays
<b>Notice period</b>	1 week in writing on either side during probationary period 8 weeks in writing on either side thereafter

## Recruitment Monitoring Form

The data on this form is used for statistical purposes to provide MK Gallery with information for its annual statistical returns to Arts Council England and to monitor the performance of its Equality Policy. Any reports produced using this information are anonymised. Any information given on the form is treated in the strictest confidence and is not used as part of any selection process.

Name				Date				
<b>1. Disability</b>								
The Equality Act of 2010 defines disability as: “a physical or mental impairment with long term, substantial adverse effects on ability to perform day to day activities.” Below is a list of impairments that would be considered a disability. It is not an exhaustive list and is given for guidance only.								
<ul style="list-style-type: none"> <li>Hearing, speech or visual impairments. (If you wear glasses or contact lenses this is not normally considered a disability).</li> <li>Co-ordination, dexterity, or mobility e.g. spinal cord injury, back problems, repetitive strain injury.</li> <li>Mental health e.g. depression, anxiety, schizophrenia, bipolar, autism.</li> <li>Learning disabilities e.g. Down Syndrome.</li> <li>Other non-visible conditions e.g. diabetes, epilepsy, arthritis, heart disease, asthma, cancer, facial disfigurement, sickle cell, dyslexia etc.</li> </ul>								
<b>Do you consider yourself to be disabled?</b>								
Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Prefer not to say	<input type="checkbox"/>			
If Yes do you have:	Visual Impairment	<input type="checkbox"/>	Cognitive or Learning Disability	<input type="checkbox"/>				
	Hearing Impairment/Deaf	<input type="checkbox"/>	Mental Health Condition	<input type="checkbox"/>				
	Physical Disabilities	<input type="checkbox"/>	Other long term/chronic conditions	<input type="checkbox"/>				
<b>2. Caring</b>								
A carer is anyone who provides unpaid care for a friend or family member who due to illness, disability, or a mental health issue cannot cope without their support.								
<b>Are you a Carer?</b>								
Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Prefer not to say	<input type="checkbox"/>			
<b>3. Gender Identity.</b> (Please tick one of the boxes.)		Male (including female to male trans. men)	<input type="checkbox"/>	Female (including male to female trans. women)	<input type="checkbox"/>			
		Non-Binary (e.g. androgyne)	<input type="checkbox"/>	Prefer not to say	<input type="checkbox"/>			
		Other (please specify)	<input type="checkbox"/>					
<b>4. Gender Orientation.</b> (Please tick one of the boxes.)		Is your gender the same as the gender you were assigned at birth? Yes <input type="checkbox"/> No <input type="checkbox"/> Prefer not to say <input type="checkbox"/>						
<b>5. Sexual Orientation.</b> (Please tick one of the boxes)	Bi-sexual	<input type="checkbox"/>	Gay Man	<input type="checkbox"/>	Heterosexual/ Straight	<input type="checkbox"/>	Gay Woman/Lesbian	<input type="checkbox"/>
	Other (please specify) ...		<input type="checkbox"/>	Prefer not to say			<input type="checkbox"/>	
<b>6. Marital Status.</b> Please tick one of the boxes.	Civil Partnership	<input type="checkbox"/>	Living with a partner	<input type="checkbox"/>	Single	<input type="checkbox"/>	Married	<input type="checkbox"/>
	Divorced	<input type="checkbox"/>	Separated	<input type="checkbox"/>	Widow ed	<input type="checkbox"/>	Surviving Civil Partner	<input type="checkbox"/>
	Dissolved Civil Partnership	<input type="checkbox"/>	Other (please specify)			<input type="checkbox"/>	Prefer not to say	<input type="checkbox"/>

**7. Ethnicity**

UK citizens can belong to any of the following categories as this question does **not** relate to nationality. These are the official UK Census 2011 categories

**Which box best describes your ethnic origin?**

Asian or Asian British

- Indian
- Pakistani
- Bangladeshi
- Chinese
- Other Asian background (please specify) .....

Black or Black British

- Caribbean
- African
- Other Black background (please specify) .....

Mixed or multiple ethnic groups

- White and Black Caribbean
- White and Black African
- White and Asian
- Other mixed/multiple background (please specify) .....

Other Ethnic Group

- Arab
- Another ethnic group (please specify) .....

White

- British
- Irish
- Gypsy or Irish Traveller
- Other White background (please specify) .....

- Prefer not to say

**8. Religion or Belief.**

**(Please tick one of the boxes.)**

Agnostic	<input type="checkbox"/>	Atheist	<input type="checkbox"/>	Buddhist	<input type="checkbox"/>	Christian	<input type="checkbox"/>
Hindu	<input type="checkbox"/>	Humanist	<input type="checkbox"/>	Jewish	<input type="checkbox"/>	Muslim	<input type="checkbox"/>
Pagan	<input type="checkbox"/>	Rastafarian	<input type="checkbox"/>	Sikh	<input type="checkbox"/>	Spiritualist	<input type="checkbox"/>
No religion or belief			<input type="checkbox"/>	Other please specify)			<input type="checkbox"/>
Prefer not to say			<input type="checkbox"/>	.....			

**9. Age (please tick one box)**

0-21	<input type="checkbox"/>	40-49	<input type="checkbox"/>
22-29	<input type="checkbox"/>	50-59	<input type="checkbox"/>
30-39	<input type="checkbox"/>	60-69	<input type="checkbox"/>
70+	<input type="checkbox"/>	Prefer not to say	<input type="checkbox"/>