



**Liverpool Biennial**

**Senior Marketing and Communications Manager**

**Job Information Pack**

**Closing date: Sunday 22 February 2026, 11.59pm**

# Liverpool Biennial

## **Senior Marketing and Communications Manager (Permanent)**

Hello, and thank you for your interest in the role of Senior Marketing and Communications Manager (Permanent) at Liverpool Biennial. Please find below further details about the role, along with some details about Liverpool Biennial and what it is like to work with us.

The Senior Marketing and Communications Manager (Permanent) role will be offered on a permanent contract at a salary of £37,784 - £38,926 per annum depending on experience. The job will be based in the Liverpool Biennial office. Working days will be Monday – Friday and will include some evening and weekend working. Please note we are open to discussing proposals for flexible and part-time working with applicants. However, the ability to work flexible hours at weekends and in the evenings particularly during the festival (June – September), including regularly contributing to responsive communications where needed, is essential for this role.

Diversity and inclusion are core values at Liverpool Biennial and our aim is for the organisation to be representative of today's society. We welcome applications from all sectors of the community, especially from those who are currently underrepresented in our organisation and the wider arts sector, including people of colour, Black, Asian and global majority groups, LGBTQIA+ people, and d/Deaf and disabled people.

We are happy to try and make the application process easier for you if you have any access requirements, so if we can support your application in this way, please email [jade@biennial.com](mailto:jade@biennial.com) to discuss your needs confidentially.

On the following pages you can find out more about the Biennial and the work that we do, the support that we offer our employees, and the job description for Senior Marketing and Communications Manager. Details of how to apply are also included.

The team and I look forward to hearing from you.

Best wishes,

Jade Mitchell (HR Support Manager)

## **SENIOR MARKETING AND COMMUNICATIONS MANAGER (PERMANENT), LIVERPOOL BIENNIAL**

**The closing date for applications for this role is Sunday 22 February 2026, 11.59pm.**

If you would like to be considered for the role, please apply [here](#). Further details on how to apply can be found on page 8.

### **About Liverpool Biennial**

Liverpool Biennial, established in 1998, is the UK's largest free festival of contemporary visual art. Taking place in historic buildings, unexpected spaces and art galleries, the Biennial has been transforming the city through art for over two decades. A dynamic programme of free exhibitions, performances, screenings, community and learning activities and fringe events unfolds over 14 weeks, shining a light on the city's vibrant cultural scene.

Since its inception, the Biennial has commissioned 414 new artworks, presented work by over 590 leading artists, delivered 39 collaborative neighbourhood projects, and received over 50 million visits.

### **About the role**

The Senior Marketing and Communications Manager plays a vital role in upholding the reputation of Liverpool Biennial, supporting the Director and wider team in communicating with a wide range of audiences and stakeholders in Liverpool, across the UK and internationally.

The Marketing and Communications team are responsible for ensuring our work reaches as many people as possible and that our digital and online presence aligns with our guiding principle of becoming 'A Biennial for Everyone'.

Overseeing the departmental budget, the Senior Marketing and Communications Manager will manage all of Liverpool Biennial's marketing and communications outputs, whilst also working closely with the Head of Development to play a key role in planning and running events for stakeholders.

The role requires somebody who is an experienced marketeer with a meticulous eye for detail. You should also be used to networking as the role will often require you to represent the organisation at external meetings and events.

This is a broad role, and it is expected that candidates will have strengths in particular areas and an overall willingness to develop new skills and knowledge.

## **JOB DESCRIPTION**

### **Strategy and Planning**

- In consultation with the Director, develop and deliver multi-channel marketing & audience development strategies for each festival and non-festival projects which align with and support the organisation's objectives.
- Contribute to the overall strategy and business planning for Liverpool Biennial as part of the Senior Management Team
- Create, implement and manage annual plans and budgets, setting targets in line with organisational objectives
- Create and deliver high-profile, impactful campaigns for each biennial festival
- Advise the team on brand development and management, messaging and design development
- Provide insight by gathering data, commissioning research from independent evaluators, analysing findings and reporting on impact
- Engage Programme (curatorial, learning, front of house) and other colleagues in jointly developing content and championing the organisation in all that it does
- Review and develop innovative digital and audience development strategies and oversee website development and improvements

### **Marketing and Audience Development**

- Oversee the briefing and management of external agencies including, but not limited to, designers, PR agencies, photographers, videographers and web developers
- Champion digital development, engaging new audiences with innovative and interactive social media content
- Lead on advertising and design, print production and distribution, including contracting, briefing and managing suppliers
- Develop briefs and write, or commission, documents and online content for promotional, advocacy and reporting purposes
- Work with colleagues to create, review and implement exhibition text and interpretation online and in venues
- Draft effective press releases and statements in relation to the organisation's activities
- Work with colleagues to grow and diversify audiences, encouraging audience-centred decision making
- Contribute to the continual development of our CRM system, ensuring all key marketing contacts and agreements are uploaded in line with GDPR regulations
- Contribute and oversee the maintenance and development of the organisation's digital presence including website and other channels
- Brief and manage printed materials to support festival activity including guides, tote bags, venue/city dressing and exhibition interpretation
- Liaise with artists, their galleries and partner organisations regarding marketing and communications for the Biennial
- Work closely with the Head of Development to commission and communicate independent evaluations of each festival edition

- Lead on audience data capture in line with Arts Council England and local authority reporting and proactively respond to findings to support, tailor and advance audience development strategies

## **Advocacy and partnerships**

- Advise the Director in shaping and delivering a strategic approach to advocacy, with support from external PR consultants
- Support the senior leadership team to manage relationships with key strategic partners such as Visit Liverpool, local arts organisations, Liverpool City Council and Arts Council England, occasionally acting as the organisation's representative where delegated
- Liaise with peers and partner organisations, city region and tourism bodies, and other local and national agencies to develop new joint marketing partnerships, ensuring that plans are shared and goals met
- Support the Director and Board on issues management and crisis communications, proposing messaging and approach in consultation with external PR consultants where appropriate
- Support the development team in finding and engaging prospective supporters, enabling them to maximise revenue-generating opportunities for the organisation
- Work closely with the development team to ensure appropriate crediting for funders and donors

## **Events**

- Work closely with the Head of Development to plan and deliver all external Liverpool Biennial events (excluding festival programming)
- Lead on drafting events plans, on-the-day schedules, speaking notes and risk assessments for all events owned by the department
- Manage the on-the-day running of events, delegating to team members where needed and ensuring all speakers/hosts have what they need
- Advise on attendees for invite-only events, drawing on your knowledge of the organisation's key stakeholders

## **Teamwork and equalities**

- Line manage the Digital Content & Marketing Officer, along with other team members, interns, freelancers and suppliers as needed, motivating them with clear targets and identifying professional development opportunities where appropriate
- Attend regular meetings with the whole team, fellow managers and the senior leadership team to develop opportunities on behalf of the Biennial.
- Prepare reports for the Board on marketing and communications targets, plans, progress and risks, attending Board meetings or sub-groups as required.
- Work within the context of the Biennial's Equality, Diversity, Inclusion Policy and other policies, in the planning and delivery of services and treatment of employees and colleagues, as well as artists and others that we work with
- Other duties as required, commensurate with the level and nature of the role.

## PERSON SPECIFICATION

### Essential

- 3+ years working in a similar position
- Knowledge of how to create effective multi-channel marketing and communications strategies and plans, coupled with experience of delivering high-profile and impactful campaigns that can be adapted for multiple audience groups and platforms, and according to organisational needs
- Experience of managing digital content, supporting website development, social media and other aspects of digital marketing
- Highly organised with a meticulous eye for detail
- Knowledge of CRM and CMS platforms such as Raiser's Edge, Mailchimp, WordPress or Squarespace
- Experience of working with multiple stakeholders to maintain and build effective partnerships and co-promotions, managing expectations and meeting various concurrent demands and deadlines
- Experience of appointing, briefing, and managing external freelancers and agencies
- Knowledge of setting and managing budgets
- Confidence in managing events from initial discussion to on-the-day management
- Excellent planning, organisational and line management skills and the ability to be an effective team player, motivating and supporting the development of colleagues
- Computer literacy with the ability to analyse statistics and findings
- Commitment to equality, diversity and inclusion
- Commitment to continuous improvement of all marketing and communications outputs in relation to accessibility
- Commitment to environmental sustainability

### Desirable

- Knowledge of contemporary visual arts and experience of working with artistic programming teams
- Knowledge of marketing the arts/culture/heritage/tourism, both ticketed and free entry
- Understanding of working with or for an Arts Council NPO/ public sector organisation
- Experience of managing media relations, devising story ideas and working with journalists
- Knowledge of events management systems such as Attendum or Zkipster.

## TERMS AND CONDITIONS

<b>Location</b>	Liverpool Biennial Offices, 55 New Bird Street, L10BW
<b>Reports to</b>	Director
<b>Responsible for</b>	Digital Content & Marketing Officer, trainees, interns and additional contracted staff and freelancers during the Biennial period
<b>Department</b>	Marketing and Communications
<b>Contract</b>	Permanent
<b>Salary</b>	£37,784 - £38,926 per annum depending on experience
<b>Hours</b>	37.5 hours per week (full time).  Please note we are open to discussing proposals for flexible and part-time working with applicants. However, the ability to work flexible hours at weekends and in the evenings particularly during the festival (June – September), including regularly contributing to responsive communications where needed, is essential for this role.
<b>Holidays</b>	25 days per annum for full-time staff in addition to all statutory and public holidays
<b>Notice Period</b>	3 months
<b>Additional Benefits</b>	Wellbeing support through Wellbeing in the Arts
<b>Deadline</b>	Sunday, 22 February 2026 11.59pm
<b>Interviews</b>	In person in Liverpool on Wednesday 11 March 2026

## HOW TO APPLY

**The Closing date for applications for this role is Sunday 22 February 2026, 11.59pm**

If you would like to be considered for the role, [please apply here](#).

You will be asked to please send us:

- A supporting statement which addresses why you are interested in the role and how you meet each of the criteria listed within the person specification, giving examples (with hyperlinks to examples if you wish) from your experiences to date from both within and outside of work.
- Contact details for two referees (an offer of employment will not be confirmed without two satisfactory references; however, we will not make contact with them without seeking your permission first).
- Confirmation of whether or not you identify as disabled. As a Disability Confident employer, we will endeavour to offer an interview to all disabled applicants who fully meet the essential criteria in the person specification.
- If you would like to alternatively send a 3-minute audio or video file telling us the content of your CV, please email [jade@biennial.com](mailto:jade@biennial.com) directly.

Completed applications should be submitted by the closing date of **Sunday 22 February 2026, 11.59pm**.

Upon receipt of your application, you will see a link to our equality monitoring form for you to complete and submit online. The information on the form will be treated as confidential, stored anonymously, and used for statistical purposes only. The completed form will not be treated as part of your application.

After the closing date, our shortlisting panel will then meet to evaluate all of the applications and a short-list of applicants will be invited to interview. Interviews will take place in person in Liverpool on Wednesday 11 March 2026.

If you require any further information about this recruitment process, need additional information about the role, or would like to discuss your access requirements, please contact Jade Mitchell at [jade@biennial.com](mailto:jade@biennial.com). We are here to support you.



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