



MARKETING OFFICER

Job Description & Person Specification

COMPANY OVERVIEW

“Inventive, entrepreneurial. Bravo.”

(Daily Telegraph, 2024)

Founded by Sarah Gobran and Matt Pinches in 2006, the award-winning Guildford Shakespeare Company celebrates its 20th Anniversary in 2026. Now one of the UK’s leading independent theatre companies, GSC is acclaimed for its imaginative use of spaces and ambitious immersive productions, from adventures across Surrey’s many heritage sites to staging a murder mystery aboard a real Boeing 747.

Alongside its artistic work, the Creative Learning Department creates and delivers over 29,000 engagement opportunities each year, with more than 21,000 funded-to-access for communities facing barriers to the arts, including young carers, people living with poor mental health, older adults, and pupils in less advantaged schools. 2025 saw the launch of their pioneering knife crime awareness programme, *Put Up Your Swords*.

Its work has been recognised internationally, with the Company receiving a New York Drama Desk nomination in 2025/26 and winning at the London Fringe Awards 2025/26.

GSC is based in Guildford, Surrey, 35 miles from Central London, at the foot of the Surrey Hills. Our office and rehearsal rooms are in the beautiful Stoke Park.





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POSITION OVERVIEW: MARKETING OFFICER

As Marketing Officer, working alongside the Marketing Manager, you will play a pivotal role in ensuring GSC continues to grow its audiences and widen engagement across our community, driving ticket sales and class attendance.

This dynamic role spans digital marketing, content creation, social media management, website publishing and email marketing; as well as supporting wider marketing and awareness campaigns.

With the Marketing Manager, you'll collaborate with the Co-Producers and Creative Learning Department to help ensure GSC's internationally acclaimed productions and extensive local community work is seen, heard and experienced.

The role requires a creative and strategic thinker with a passion for storytelling and audience development.

MAIN DUTIES

- Create engaging content for GSC's social media platforms that drives sales and engagement
- Research and coordinate day-to-day social media content scheduling
- Edit images, video and audio files for use online
- Respond to and monitor responses and reactions on social media platforms
- Keep up to date with other similar accounts and trends
- Ensure GSC's website is up to date and timely accurate
- Support the creation of email communications to GSC's mailing lists
- Monitor the performance of campaigns the MO sets up
- Play an active part in the planning of season and project campaigns
- Identify new audiences and ways to engage them

OTHER DUTIES

- Promote and develop GSC's ethos of inclusion and diversity, both externally and internally
- Regularly attend GSC productions and events, including press nights and other special events as required
- Representing GSC at public events as agreed with line manager
- Work effectively and collaboratively as part of the core GSC Team and make a positive contribution to the theatre company as a whole
- Adhere to all GSC policies including Safeguarding, Dignity at Work and Health and Safety policies.
- Undertake any other duties suitable for the post as agreed with line manager.

ESSENTIAL SKILLS & QUALIFICATIONS:

- At least 2 years' relevant experience
- Demonstrable experience of successful campaign delivery utilising various platforms
- Appreciation of branding, brand awareness and positioning



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- Highly proficient in using social media platforms including META, YouTube, TikTok
- Experience of using social media management tools (e.g. Hootsuite)
- Experience of email and internet advertising (e.g. Mailchimp, META)
- Strong IT skills, including Office 365
- Graphic design skills including confidence using Canva, Photoshop or InDesign.
- Basic video editing skills (e.g. captioning trailers, creating short teaser videos for social media).
- Outstanding, clear written English (including strong proofreading skills) and a great interpersonal manner.
- Experience of co-ordinating design materials.
- Strong marketing instincts and emotional intelligence.
- Ability to identify target audience preferences and trends.
- Excellent organisational skills including project, time, and budget management.
- Ability to work evenings and weekends occasionally with notice.

DESIRABLE:

- Experience in managing, scripting and developing video trailers.
- Photography skills.
- Experience of Box Office systems (Ticketsolve is our box office provider).
- Experience of WordPress.
- A network of allies and contacts in theatre.
- Demonstrable experience in building audiences.

Responsible to:	Marketing Manager; Co-Producers
Location:	Guildford Shakespeare Company, Astolat Pavilion, Lido Road, Guildford, GU1 1FH (onsite parking; 15 mins walk to mainline station)
Salary:	£28,000 pro rata, based on 40 hr week
Terms:	Part-time (20hrs per week), permanent; 29 days holiday pro rata (inclusive of 8 public holidays)

HOW TO APPLY

Please apply in writing with the following information:

- An up-to-date CV highlighting relevant experience, not more than 2 sides of A4.
- Covering letter setting out how your skills and experience meet the person specification.
- Names and contact details of two referees.
- Email applications to Matt Pinches matt@guildford-shakespeare-company.co.uk



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We encourage applications from global majority, disabled, neurodiverse and LGBTQIA+ candidates. If you have specific access requirements and would like to submit your application through an alternative means, such as video or audio file, you're welcome to do so.

KEY DATES

Applications close: **Monday 19th October, 5pm.**

Interviews: **26th October, in Guildford**

Start date: **Immediate, or as soon as the successful candidate is available.**

Guildford Shakespeare Company Trust is an equal opportunities employer, and registered charity, no. 1139526

Updated 29th Sept 2026