

the Albany



fun
palaces



MARKETING AND COMMUNICATIONS MANAGER

The Albany and Fun Palaces |
Recruitment Pack

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TERMS AND BENEFITS

WHAT WE ARE OFFERING

Job title:

Marketing and Communications Manager (the Albany and Fun Palaces)

Salary:

£35,000 per annum

Contract:

Fixed term for one year with potential to extend; flexible working negotiable; minimum of 50% office-based working including Tuesdays on site with Fun Palaces team. Some travel and the occasional overnight stay across the UK will be required. You will also need to be available annually on the first weekend of October.

This role is offered full time, two days with Fun Palaces and three days with the Albany.

Responsible to:

Head of Marketing and Communications, the Albany
Director, Fun Palaces

“The Albany is a perfect example of a community space; a real hub of something for everyone” Resident organisation

Responsible for:

Interns and freelancers

Key Contacts:

Fun Palaces Makers, Albany Creative and Engagement, Business and Development, Deptford Lounge, FOH, Operations and Production teams, freelance producers and promoters.

Benefits include:

- 25 holiday days per annum, plus bank holidays
- Complimentary tickets to Albany performances
- Albany café discount
- Training and development opportunities
- Health and wellbeing support
- Hybrid and flexible working policy
- Access to interest-free season ticket loan and cycle scheme partnership.

HOW TO APPLY

We are looking forward to receiving your application form via our [online platform](#), before the deadline of:



Timelines

Application deadline:

Tuesday 15 September, 10am

All candidates contacted by:

Friday 18 September

Interviews:

Thursday 24 or Friday 25 September

You will be asked to upload a CV and Cover Letter (up to 500 words). If you wish to submit your application in an alternative format e.g. video or voice recording (up to three minutes); PowerPoint presentation (up to five slides), then please still complete the application through the link provided and send your supporting documents to vacancies@thealbany.org.uk.

We believe in fair recruitment. Feel free to contact us [by email](#), [over the phone](#) or in person if you need further assistance, or require the recruitment pack or application in a different format.

Feedback

We will be in touch with all candidates regardless of whether you have been shortlisted or not, but the timing of this will depend on the current status of your application.

All applicants who attend an interview will be offered individual feedback. For those not selected for interview, we can provide, on request, a short summary of what we found that the strongest applications had in common, which we hope will help you with future job applications.



OUR HIRING POLICY



The Albany and Fun Palaces aim to encourage a culture where people can be themselves and be valued for their strengths. It's important to us that our team represents the same diversity of audiences and artists we welcome into our venues every day.

We have a dynamic and flexible internal culture that gives employees control over the way they work and supports wellbeing. We will be as flexible as we possibly can be when supporting staff to balance their work and their personal lives. We are keen to have a conversation to find practical solutions to accommodate candidates' own situations whilst meeting the needs of the organisation.

You may not have worked in a cultural organisation before, perhaps you have worked in music, events, in management and leading teams – these are all very transferable contexts. We are keen to hear from a diverse range of candidates from all backgrounds, drawing on different perspectives, experience and knowledge.

We are very aware of the structural disadvantages faced by marginalised communities across the sector. If you are someone who experiences racism, sexism, ableism, classism, homophobia or transphobia, then we actively want to hear from you.

We particularly encourage people to apply who have lived experience of the Black and Global Majority communities we serve. The Albany will offer an interview to anyone who identifies as a person who is D/deaf or disabled who meets the essential criteria.

If you would like support to think about how your experience is transferable to this role; or would like to ask us practical questions about the organisation, role or the recruitment process, you can book a confidential conversation with our recruitment contact.

Recruitment contact: Ceri Ellen Payne

☎ 020 8692 4446 ext.206

✉ vacancies@thealbany.org.uk

ABOUT THE ALBANY

The Albany is a performing arts centre that exists to inspire, develop and support creativity in South East London. With year-round activities and events including award-winning programmes for young creatives and adults over 60, music, theatre, and family performances, our work is led by the talent and imagination of our local communities.

The Albany is an incubator for new ideas and initiatives. We are home to more than 20 incredible resident organisations and are a hub for the next generation of talent – from our weekly takeovers for 12-24 year olds' to our youth music project, REZON8.

We aim to foster a welcoming and inclusive space where everyone is inspired to get creative, and where artists are supported and developed, in part through programmes such as our Associate Artists, Artist of Change and Creative Communities Membership schemes. Our Community Council places local people at the heart of our programming and decision making.

After the momentous delivery of We Are Lewisham, London Borough of Culture 2022 – for which the Albany was lead producer – we were appointed as Lewisham's first Anchor Cultural Organisation. Whilst our work is centred in Deptford and Lewisham, our influence is also felt nationally and internationally. We are lead partner of Fun Palaces and a founding member of the Future Arts Centres network. Our co-creation work has been nominated for major international awards and our Artist of Change project – where artists are embedded in local communities – has been replicated in arts centres across Europe.

In 2025:



We welcomed
53,061 audience members
to **393 events**

We worked with
435 artists
1600 young people

ABOUT FUN PALACES

Fun Palaces is a national campaign working towards a world where everyone has a say in what counts as culture, where it happens, who makes it, and who experiences it.

The first weekend of October every year is the Fun Palaces weekend of celebration. This is when community 'Makers' run fun and locally-led activities, public venues hand over their space for a community-led takeover and/or other events like these happening throughout the year can be shared and celebrated as part of the Fun Palaces movement. [You can see our reports and short films of past Fun Palaces Weekends here.](#)

This is the tip of the iceberg though, as Fun Palaces campaigns year round for everyone's culture to be celebrated, funded, and enjoyed. This means supporting cultural institutions to boldly hand over their resources to their communities; supporting communities and community members to have their brilliance recognised; connecting people and organisations locally and nationally and sharing learning as widely as we can. [You can read our aims here.](#)

Fun Palaces (...) is a campaign or - better - an idea. The idea is that people create culture because it is essential to their being in the world. When it comes to our culture and our needs, each of us is a world expert. Fun Palaces helps us make more of who we are and what we already have.

François Matarasso,
Community Artist and Writer, 2020

As part of our 2025-2029 strategy, we are building a national network of Fun Palaces Makers and friends, meeting quarterly, in-person, at locations across the UK to work together on the future of the campaign.

We are also working with an anti-racism consultant and access consultant to ensure these values remain at the heart of Fun Palaces' work.

Fun Palaces functions as a discrete ring-fenced project within the Albany, and is based at the Albany. Fun Palaces is funded by The National Lottery Community Fund, and we are grateful to Lottery players for their support.

CONTEXT OF THE ROLE

The Marketing and Communications Manager will play an important role in helping the Albany and Fun Palaces to communicate their impact, developing a communications strategy which amplifies their work across Lewisham, London and nationally.

This is a new role, combining communications across the Albany and Fun Palaces for the first time. The aim is to create better connection and collaboration between both organisations, and capitalise on opportunities for joint advocacy, profile raising and PR.

This is a varied role and no two weeks will look the same. For Fun Palaces, you will play a key role in shaping and sharing the stories and voices of the Fun Palace movement, ensuring our campaign for cultural democracy reaches further; as well as engaging new people in the campaign. You will manage digital channels and email marketing; coordinate national campaign messaging, branding and tone; keep track of online analytics and work with a PR agency to gain media coverage for Fun Palaces.

For the Albany, you will act as a key point of contact within the team, coordinating communications across our events programme; community and engagement work; and income generating strands. You will take ownership over our social media and email channels, and support the Head of Marketing and Communications on the delivery of the Albany's mission, vision and values.

We are looking for a clear and creative communicator, who is organised, friendly and warm, and able to make connections with people across and beyond our organisations. You will be passionate about the arts being accessible to all, and be excited about working across multiple art forms and projects.



Our Impact

[Download Fun Palaces' Impact Report](#)

[Download the Albany's Impact Report](#)

MAIN OBJECTIVES

Marketing

- Support the Fun Palaces Director and Head of Marketing and Communications in developing and delivering communications strategies for the Albany and Fun Palaces, aligned with organisational goals.
- Lead on the delivery of marketing campaigns for the Albany's live events programme, including theatre, music, comedy, family and the annual Christmas show.
- Manage the social media calendars, overseeing the creation of digital content using tools like Canva, CapCut and Adobe Suite; managing paid advertising and spend; and keeping an eye on new platforms and trends.
- Manage website content using WordPress and Craft CMS. Build pages, write news and blog content, and liaise with partners and colleagues to ensure information is updated in an accurate and timely manner.
- Support the Head of MarComms in managing internal communications, including the distribution of a monthly staff newsletter.
- Lead on email marketing using Mailchimp and DotDigital; with sophisticated use of audience segmentation, automation and campaign analysis to improve performance.
- Monitor campaign progress and success, and lead on tracking social media and email stats against targets. Act as a data champion and make suggestions on how we can adapt and improve.
- Take a proactive approach to storytelling and content spotting – identify stories from Fun Palaces Makers, Albany artists, volunteers, members and audiences that can be shared via social media, blogs, and other channels, with a focus on amplifying under-represented voices.
- Work closely with Fun Palaces Makers, Albany Young Creatives and Associate Artists, offering guidance on promoting their events, sharing skills and collaborating on content creation.

- Champion accessibility, creating campaigns with easy-to-follow language, inclusive design, and digital accessibility (e.g. WCAG compliance, alt text, diverse representation) and their heart.
- Support the Albany Development team with campaigns to drive earned and fundraised income, including promoting the cafe and spaces available for hire; driving individual giving; and recruitment for our Creative Communities Membership scheme.
- Act as a brand champion, overseeing brand and tone across all public materials and coordinating national campaign messaging for Fun Palaces.

Press and Communications

- Liaise with external PR and media agencies to draft press releases, coordinate press requests and identify media opportunities.
- Manage and issue invitations to stakeholder events.
- Support the Head of MarComms in communicating the Albany's upcoming Capital Development Project.

General

- General marketing administration support, including scheduling pre- and post- show emails and management of the print and digital archive.
- Line manage and oversee the work of interns, designers, agencies and freelancers, when necessary.
- Track marketing spend and plan expenditure, keeping within budgets and adhering to the Albany's financial policies and procedures.
- Deputise for the Head of MarComms and Fun Palaces Director, attending meetings and events when required.
- Attend events and activities at the Albany, Deptford Lounge and venues across the UK when required.
- Keep abreast of industry and marketing trends, attending industry events and arts performances as agreed with the Fun Palaces team and Head of MarComms.

- Build and maintain excellent relationships with colleagues within the organisation and external partners and stakeholders, including Fun Palaces Makers.
- Champion and advocate for the Albany and Fun Palaces' mission, vision and values, and for creativity being at the heart of every day life.
- Work within the Albany's Health and Safety, Environmental Sustainability, Equality and Diversity, Data Protection (GDPR) and Safeguarding policies.
- Participate in evaluation of Albany projects and events, through our Most Significant Change process.

REVIEW ARRANGEMENT

It is to be expected that this post may change and evolve over time. Changes to the role will be subject to periodic review in consultation with the post holder.

"I always tell people Fun Palaces are 'of the people, by the people and for all people'."

Fun Palaces Maker



PERSON SPECIFICATION

WHAT WE ARE LOOKING FOR

Essential

- A high level of demonstrable marketing experience.
- Friendly, warm, and able to make a connection with people across and beyond the organisation.
- The ability to work independently, taking ownership over campaigns, and collaborating with other members of the team when needed.
- A positive, calm and professional attitude.
- Curious and thoughtful, interested in investigating the impact of your work, and confident with analytics and reporting tools.
- Experience managing budgets and working to targets.
- Organised and accurate, and able to plan ahead, create and manage schedules, and keep track of many moving parts.

“The Albany is a space where creativity isn’t rushed but allowed to evolve, where the process is just as important as the end result.”

Associate Artist

- A clear and creative communicator, who can write fun and accessible copy across different platforms and formats, adapted for different audiences.
- A visual thinker, with an eye for design and a feel for what makes engaging content across digital and print.
- A speedy prioritiser, who can balance different projects with their own priorities and deadlines.
- Someone with excellent digital skills and experience creating engaging content for multiple channels.
- An understanding of GDPR processes and best practice.
- An enthusiasm for and understanding of the ethos and objectives of the Albany and Fun Palaces.

- Excellent IT skills and experience with Canva and Adobe as well as all office packages: 365, Outlook, Teams.

Desirable

- Experience working in a venue or arts organisation.
- Experience using venue software including Spektrix or a similar ticketing system; Artifax or a similar event management software.
- Experience using Craft, WordPress or a similar website CMS.
- Knowledge of the community arts landscape in South London, across the UK and beyond.

We're looking forward to hearing from you.

We welcome feedback about how you found your recruitment journey with us - you can contact us at: vacancies@thealbany.org.uk.



the Albany



fun
palaces

The Albany, Douglas Way, SE8 4AG
The Albany is a registered charity number 1112521



@TheAlbanySE8 | www.thealbany.org.uk



@FunPalaces | www.funpalaces.co.uk



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**ARTS COUNCIL
ENGLAND**

