

RICH MIX

A photograph of a live music performance. On stage, a band is playing; one member is on the left playing a guitar, and another is on the right smiling. The stage is lit with red and blue lights, and a large circular light fixture is visible in the background. In the foreground, the silhouettes of audience members are visible, with one person on the right taking a photo with a smartphone.

Supported using public funding by
**ARTS COUNCIL
ENGLAND**

HEAD OF MARKETING AND COMMUNICATIONS
RECRUITMENT PACK | FEB 2026

JOB DESCRIPTION

JOB TITLE | Head of Marketing and Communications

SALARY | £45,000–£50,000 per annum dependent on experience

LOCATION | Rich Mix, 35-47 Bethnal Green Road, London E1 6LA

LINE MANAGED BY | CEO

CONTRACT TIME | Full Time, permanent

HOURS | 35 hours (1.0 FTE) per week (excludes one hour lunch break)
Some flexible working required to include evenings and weekend events out of office hours.

ANNUAL LEAVE | 25 days per annum, rising by one day per year to a maximum of 30 days.
Plus bank holidays.

PROBATION PERIOD | Six months

NOTICE PERIOD | Three months' notice in writing on either side on successful completion of probation.

CLOSING DATE | 12pm on Monday 9 March 2026

INTERVIEW DATE | First round interviews week commencing 23 March 2026



WHO WE ARE



Rich Mix is a dynamic arts centre and creative hub in the heart of Shoreditch in East London. Launched in 2006, we connect some of the city's most adventurous and diverse audiences to a vital, exciting and ambitious programme of contemporary culture.

Launched in 2006, we offer a wide-ranging programme, encompassing music, performance, spoken word, and exhibitions, alongside mainstream releases, festivals and independent film across our three cinema screens. We believe in the power of creativity to transform lives, and through our Creative Engagement programmes, we develop and facilitate the creative potential of young people and wide-ranging communities from across East London.

Our commitment to diversity extends beyond our daily programme. A Shoreditch landmark, our building provides a home for more than 20 of the city's most socially progressive and innovative creative businesses, employing over 200 people.

Rich Mix has recently revitalised our vision with a renewed focus on music and film. This strategic shift will allow us to strengthen our offer, deepen our engagement with audiences, and further establish ourselves as a leading destination for these art forms.

As a National Portfolio Organisation of Arts Council England, we value their investment, which enables us to expand the scope, scale, and ambition of our programme. We are committed to growing a sustainable business model, building upon our current success with diverse income streams, including cinema and programme ticket sales, space hire, grants and donations, tenancies and bar revenue. This diversified approach, alongside ACE funding, will ensure our continued and expanding contribution to the cultural landscape of East London.

We actively encourage people from a variety of backgrounds with different experiences, skills, and perspectives to join us and influence and develop our working culture. We are particularly keen to hear from Global Majority candidates and candidates who self-identify as Disabled.

PURPOSE OF THE ROLE

Reporting to the Chief Executive and as a key member of the Executive Team, the **Head of Marketing and Communications** will lead Rich Mix's marketing, communications, box office and sales functions to maximise ticket revenue, grow and diversify audiences, and strengthen the organisation's profile across all B2C and B2B activity.

The role has strategic responsibility for audience development, brand leadership and storytelling, overseeing all communication channels and supporting major organisational milestones such as our capital plans, 20th anniversary programme and website launch.

You will lead the Marketing and Welcome teams, line managing the **Marketing and Communications Manager** and **Welcome Team Manager** and overseeing a wider team. You will bring senior-level experience in marketing, ideally in the arts or charity sectors, with the vision, credibility and influence to position Rich Mix as a leading cultural organisation.

Key Objectives

- Contribute to the leadership and strategic development of Rich Mix
- Develop and deliver an integrated marketing and sales strategy that drives earned income, audience growth and organisational profile
- Build and steward the Rich Mix brand
- Lead our ongoing digital transformation



KEY RESPONSIBILITIES

Leadership and Management

- Work as part of Rich Mix's Executive Team, contributing to strategic planning and ensuring Rich Mix remains relevant and innovative.
- Provide senior marketing and communications leadership to organisation-wide strategic projects, working collaboratively with colleagues.
- Manage the Marketing and Communications and Welcome teams, and oversee performance management systems
- Contribute to a positive work culture, modelling behaviours aligned with Rich Mix's mission, vision and values
- Oversee the department's annual budget and provide reports

Marketing and Sales

- Lead the marketing and sales strategy, balancing audience development initiatives with strong commercial mindset.
- Lead and deliver audience development and retention strategies.
- Lead and manage the marketing team to devise and deliver campaigns
- Lead on digital marketing strategies, harnessing existing and emerging technologies.

Communications, Press and PR

- Maintain and strengthen Rich Mix's brand, identity and regional and national profile across the cultural and creative sectors.
- Develop and manage the Press and PR strategy including managing PR consultants and devising campaigns.
- With Executive colleagues, lead on sensitive communications and reputational risk management.

Digital, Data and Evaluation

- Lead Rich Mix's ongoing digital transformation – owning best practice and improving workflows
- Lead iterative, user-first improvements to the new Rich Mix website (launch April 2026)
- Support Welcome Team Manager to develop and maintain strong box office reporting practices
- Evaluate and monitor all marketing and communications activity
- Contribute to data-led strategies and decision making across the organisation
- Manage the relationship with our data partner Indigo
- Lead on GDPR and data protection compliance

PERSON SPECIFICATION

ESSENTIAL SKILLS, KNOWLEDGE AND EXPERIENCE

- Experience operating at a senior level, contributing to organisational strategy and decision-making.
- Experience leading public-facing teams in a complex venue or service environment.
- Proven track record of delivering successful multichannel B2B and B2C marketing and communications campaigns.
- Strong digital skill set with experience of managing websites.
- Experience and understanding of data analysis and evaluation to meet business needs.
- Experience of managing budgets and maximising return on investment.
- A strategic and commercial approach and attitude.
- Strong written and spoken communication skills, with excellent attention to detail.
- A competent leader and influencer who is focused, results-driven and enthusiastic.
- Knowledge of box office systems and processes, ideally Spektrix.
- The ability to manage, apply and champion a brand identity.
- Experience managing teams through organisational change.
- Line management experience with knowledge of performance management systems.
- A genuine passion for the work, mission, vision and values of Rich Mix.
- Understanding of the importance of inclusion and diversity in the workplace.
- Understanding of the importance of working in an environmentally sustainable manner.
- Understanding of the challenges and opportunities of working in the arts sector.

Please note this job description reflects the requirements of Rich Mix in February 2026. The role and duties of the post are subject to change in line with the future development of the organisation. Rich Mix reserves the right to make such changes as are necessary after any changes required have been discussed with the post-holder.

HOW TO APPLY

To apply for this role, please send a CV and cover letter (no more than two sides of A4) to recruitment@richmix.org.uk with 'Application: Head of Marketing and Communications' as the subject line.

If you'd like an informal chat about the role, email Judith Kilvington, CEO at judith.kilvington@richmix.org.uk.

CLOSING DATE | 12pm, Monday 9 March 2026
INTERVIEWS | First-round interviews week commencing 23 March 2026

If you would like to apply in a different format, please contact recruitment@richmix.org.uk to arrange this.

DATA PROTECTION NOTICE

Equal Opportunities Monitoring forms are not shared with the hiring panel and are kept securely and only used for aggregated and anonymised reporting.

By applying for this role you consent to Rich Mix processing any personal data you include within your application. All personal data submitted will be processed and stored in accordance with the requirements of the UK Data Protection Act 2018.





GET IN TOUCH

For more information or to have an informal chat about the role, or apply in a different format, please email recruitment@richmix.org.uk

PHOTOGRAPHY CREDITS

Bettina Adela, Craig Gibson & Emma Jones

RICHMIX.ORG.UK



@richmixlondon