

aspex
portsmouth



Job Application Pack

Marketing & Communications Manager



Hello!

Thank you for your interest in the position of Marketing & Communications Manager at **Aspex Portsmouth**.

Our values are actively embodied by our board, staff team and volunteers, and are consistently used to drive forward every element of our work and measure our progress. **Communal, Open-hearted** and **Radical** reflect where we are going and what we want to achieve as a cultural organisation, and how we contribute to the development of our city, from the current Portsmouth100 celebrations in 2026 to our bid to become UK City of Culture in 2029.

We are now looking for someone who is highly-motivated with excellent marketing, communication and digital skills, a passion for contemporary art and culture, and a 'can do' attitude to join us. This is a pivotal role, with key responsibility to drive awareness, increase engagement, visitor numbers and income, through traditional and digital media.

Aspex Portsmouth is more than a gallery – it's a creative hub for the region, with a mission **to cultivate art and creativity, rooted in community**. A charity, and Arts Council England National Portfolio Organisation, located in the historic Vulcan Building at Gunwharf Quays on the waterfront at Portsmouth Harbour, the gallery also delivers its programme and special events around the City, and looks to extend its reach nationally and internationally.

Aspex is a training organisation which, as with the artists it works with, provides development and training opportunities for all of its team. This is a management role and we will support you to grow your skills and experience further.

For further information, please read the full details in the attached job description and person specification. This can be provided in alternative formats such as large print. We want to make the process open to as wide a range of people as possible, if you have any particular requirements that would help you to apply, please let us know.

If you have any questions about how to make your application, please get in touch by emailing me at jobs@aspex.org.uk or request a call back by calling the gallery during opening hours on 023 9277 8080.

We look forward to hearing from you!

Joanne Bushnell
Director

Job Description

Marketing & Communications Manager

Salary: £26,000–28,000

Hours: Full-time (35 hours per week)

Responsible to: The Director

Line Management: Gallery & Marketing Assistant, freelance staff, interns, volunteers

Job summary: You will be responsible for strategic marketing and communications, working closely with the Director and team. This is a pivotal role, with key responsibility to drive awareness, increase visitor engagement, numbers (physically and online), and income through traditional and digital media.

You will be responsible for:

STRATEGY	• The development and implementation of an effective marketing and communications strategy to support the successful delivery of Aspex's Business Plan; • Co-ordinate the Marketing Working Group (advisory group of board members), making best use of the skills and expertise of specialist Trustees;
DELIVERY	• Growing physical and online visitor numbers and quality of engagement, through development and delivery of compelling marketing campaigns and contribution to programming; • Managing all marketing and communication activities including press/media, design/print, and digital communications – ensuring the website, social media content and other digital resources are accurate and relevant; • Undertaking market and visitor research, designing surveys, collection, monitoring and analysing data, leading data protection, producing reports and ensuring compliance with GDPR etc.; • Designing promotional materials (exhibition handouts, leaflets and flyers, text panels), and reports for internal and external use (quarterly and annual reports); • Developing promotional and legacy building content (short and long form) across the programme;
FUNDRAISING & ADVOCACY	• Work closely with the Director and team to drive income generation, including development of corporate fundraising, development of external partnerships and individual giving (i.e. Patrons and fundraising campaigns such as auctions);

	Increasing awareness of Aspex within the local, regional and national context, engaging broad audiences and building networks, including art, education and business communities;
BUDGET MANAGEMENT	Management of the Marketing budget;
GENERAL These commitments are required of all team members	- Managing, training and supporting Gallery Assistants, Volunteers, and Placements to undertake tasks; - Identifying and undertaking suitable opportunities for professional/personal development directly aligned with Aspex's priorities and the role's responsibilities; - Supporting office administration as relevant, including keeping internal documentation up to date and to a high standard; - To be part of the rota of Duty Managers during daytime opening and regular special events including evenings and weekends; - Undertaking all other appropriate duties for the effective administration and operation of the gallery as reasonably required by the Director.

The Marketing & Communications Manager will at all times carry out their duties with due regard to **Aspex Visual Arts Trust's** Health and Safety and Diversity, Inclusion, Equity, Belonging (DEIB) and other relevant policies.

What we are looking for

This is the person specification for this role, we expect those applying to meet all of the essential requirements and have some of the desirable ones too, specified by (D).

Experience:

- Developing, managing and implementing marketing, communications and social media activities
- Developing and delivering PR strategy, including press and external relations
- Practical experience of delivering multi-platform digital campaigns, to build online audience and engagement
- Familiarity with Google Workspace, updating website CMS systems (especially Wordpress), Mailchimp, Adobe Creative Suite, Canva, Eventbrite and social media scheduling systems (Metricool)
- Managing budgets and preparing monthly budget monitoring reports

- Data collection, protection, analysis and reporting
- Fundraising/business development (D)
- Line Management (D)

Knowledge & Skills:

- Excellent organisational skills, with the ability to work accurately, remain calm under pressure and deliver to tight deadlines
- Excellent administrative skills, including working knowledge of Google Workspace
- Strong understanding of branding and visual identity and design skills
- Strong IT skills, including website development, social media and other digital marketing tools and an aptitude for new approaches
- Demonstrable literacy and numeracy skills
- Excellent communication skills, both written and verbal including the ability to communicate well with a wide range of people on a wide range of platforms, both online and in person
- Be able to act on own initiative, manage your own time and prioritise workloads
- Work productively and positively within a team, with a proactive and supportive approach with the managing of staff, volunteers and interns
- Be flexible and adaptable with the changing needs of the organisation
- Have a good knowledge and understanding of customer care and Health & Safety
- Ability to contribute creatively to the programme
- Understanding of accessible marketing and communications
- Commitment to equality, diversity and inclusion.

Aspex welcomes applications from all members of the community, irrespective of gender, race, disability, age and socioeconomic background. We are committed to organisational learning and allow all of our employees to work flexibly, to ensure that personal/caring responsibilities and artistic practices can be maintained. While we are offering this role as a full-time position, we will consider approaches including job share partnerships.

Access/Support

The Marketing & Communications Manager will be asked to use a Macbook which will be provided for working at Aspex Portsmouth and from home.

Aspex can support the Marketing & Communications Manager with an [Access to Work](#) application to secure support based on your needs. This may include a grant to help cover the costs of practical support in the workplace or at home, help getting to and from work, support worker services and/or mental health support.

We are very open to a discussion about additional support/resources that might be needed during the application process or once recruited to the job to enable you to do your best work. This will not affect your eligibility for the role or the strength of your application.

For an informal conversation about additional support please contact Joanne Bushnell by emailing jobs@aspex.org.uk or by calling the gallery on 02392 778080 to request a call back.

For information and useful resources about access visit:

<https://www.gov.uk/access-to-work>

<https://www.accessdocsforartists.com>

A relocation budget of up to £1000 is available. We can discuss whether this would help you to take up the job during interview.

To apply

We want to make the application process as simple as possible for you.

Using the subject heading 'Marketing', please email jobs@aspex.org.uk a CV and cover letter (letter should be max 2 pages) which should outline how your skills and experience match the person specification. Alternatively, applications may be made by video or audio recordings (max 5 mins) provided as MP4 or other accessible link, and should be emailed with your CV to the same address and using the same subject heading as above.

All applicants must also complete an anonymous Equal Opportunities Monitoring form. This will help Aspex better understand the reach and fairness of our recruitment process.

Please [CLICK HERE](#) to complete the monitoring form.

Closing date for applications is Sunday 18 October 2026.

Interviews will be held on **Tuesday 3 November 2026** with three members of the Aspex team including (Joanne Bushnell, Director; and Charlotte Phillips, Trustee).



Aspex Portsmouth | Background

Aspex brings new art and ideas to the heart of Portsmouth. Our mission is to cultivate art and creativity, rooted in community. We believe that in bringing joy, art broadens minds, facilitates learning, connects and nurtures our communities and stimulates radical imagining. We create opportunities for people of all ages and backgrounds to experience contemporary visual art – from looking and discussing, to making and curating.

Our vision

Provoke joy through art in a more equitable society.

Our values

Communal

Open-hearted

Radical

Established in 1981, we have a 45-year track record of supporting artists at a critical point in their career to make new work and connect with communities to make a social impact. Through our ambitious and experimental programmes, we enable people to learn new skills, take part in activities which increase confidence and self esteem, and bring communities together through meaningful creative experiences.

We support and develop the visual arts ecology on a sub-regional, national and international level, working with artists in their early-to-mid careers to inspire people and help create a society that embraces community, diversity and inclusivity.

Aspex takes a holistic approach to programming across three interconnected strands: Art, Creative Engagement and Artist Support. We strive to make each project meaningful by fostering collaboration and connection between artists, communities and organisations from the arts, education and other sectors.

Based in an historic former naval storehouse on the waterfront at Gunwharf Quays, a busy leisure and retail centre, our building provides an inspiring setting to welcome visitors to our creative hub/gallery base. From here we deliver an ambitious seasonal programme of exhibitions and events, while also reaching out across Portsmouth and South East Hampshire through projects in the public realm and participation through our Creative Engagement programme and Mobile Art Studio.

Aspex Visual Arts Trust is a registered charity (1007620) and a company limited by guarantee (267597), governed by a board of Trustees. A National Portfolio Organisation of Arts Council England, South West, we also receive annual financial support from Portsmouth City Council. We raise money for the programme from trusts and foundations, sponsorship from businesses, and donations from individuals. We also earn money from craft sales, premises hire, education activities and of other services related to the staff teams' expertise, all of which is invested back into the creative programme.

Looking to the future

Celebrating half a century of existence in 2031 is an important milestone and it represents the opportunity to keep showing our relevance in this fast-changing world. Our programme over the next few years will strongly focus on sustaining and building on the legacy of the work achieved over the recent past, as we look forward to our 50th anniversary.

We will plan the years that will lead us to our 50th anniversary to reaffirm our commitment to ensuring accessibility is embedded in everything we do. We actively work to create a space without barriers, assumptions or judgement. We will proudly champion our values, be clear on who we are and what we stand for, including our Gallery of Sanctuary status. We will grow our relationships with the education sector, local and creative communities to widen access and increase opportunities.

Portsmouth as a city has been changing its story, buoyed by hosting UK Pride in 2025, and a coming together of all sections of the creative, cultural and wider community to work in partnership towards a bid for UK City of Culture in 2029. We want to reinforce this change, and grow in sync with other cultural organisations who alongside us are leading the way.

We also welcome the recent announcement that Arts Council England's next National Portfolio will sustain organisations for five years in the period 2028-2033. We are beginning work on developing a new business plan for the organisation to cover this period, during which we will also see local government reorganisation. While our focus will remain grounded in our unique location in Portsmouth, we look forward to collaborating with community and cultural organisations across the new city-region to ensure art and culture take pride of place in the political conversation, and continue to be adequately valued and recognised by our local leaders.

For further information about Aspex please see: www.aspex.org.uk