

heartofglass

Application Pack

Marketing and Audience
Development Officer

Large print document

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About us

Art Everywhere, for Everyone

We're Heart of Glass, a Merseyside-based community arts organisation. We bring together artists and communities to make collaborative art, and provide support, resources and opportunities to artists and anyone interested in socially engaged practice.

We believe that art has the power to bring us together, imagine new futures and create real change.

Our aim is to create spaces where people can bring their different lived experience, knowledge and perspectives, in order to understand the world differently, together.

We are part of Arts Council England's Creative People and Places Programme (See link 1) (CPP). We are also one of Arts Council England's National Portfolio organisations, funded as a national agency for community arts-based practice.

“Organisations like Heart of Glass are unbelievable in terms of how they support you as an artist.”

Artist

Links

1. <https://www.artscouncil.org.uk/creative-people-and-places-0>

Our values

We are collaborative

Valuing difference and diversity and creating space for change.

We believe that the story of our communities should be owned by our communities. That's why our programme will always be participatory, interactive and collaborative by its very nature and informed by accessibility, inclusion, diversity and difference. And it's also why our approach to everything we do is honest, open, democratic and always exciting! We don't write the rules. We work them out, together.

We challenge

Challenging who gets to set the agenda.

Throughout our programme we prioritise marginalised, under-represented voices, taking a justice-led and regenerative approach to explore issues such as migration, disability, the climate crises, children's rights and mental health. We seek to challenge who sets the agenda, who makes the decisions that affect the place we call home, and whose stories get heard.

We care

Looking after ourselves, and one another.

We are committed to being part of the solidarity economy, working towards a just, fair and more caring society for all of us. We may be a small organisation, but we love the fact that we are part of something bigger. We value and respect the

experience, insight and participation of all of our community members, staff and artists, because each of us has a story to tell. And, together, the stories we tell today can change the narrative of the place we call home, tomorrow.

“This is a wonderful event. Not only do they give you an opportunity to co-learn and meet great people. It’s just also such a fantastic environment”

Participant

With For About 2023: Care and the Commons

Our work

We know our work will be its most ambitious and meaningful if we create the right space - and time - for it to happen.

Some of our recent projects:

- Working with people affected by suicide to create films, music and performance that can give form to the infinitely complex and multi-layered nature of suicide - The Suicide Chronicles (See link 2)
- Contemplating the many possible futures of Knowsley through the eyes of young people - The Book of Knowsley (See link 3)
- A public art programme bringing together artists and local communities to create 12 place-specific artworks across Merseyside, platforming women and LGBTQIA+ artists - St Helens and Knowsley mural programme (See link 4)
- Working with colleagues across Europe as a founding partner of the Collaborative Arts Partnership Programme (See link 5), a four year programme of artist exchange, research and learning.
- With For About is our annual gathering for artists and practitioners to think, learn, reflect and connect - With For About 2024 (See link 6)

Links

2. <https://www.heartofglass.org.uk/projects-and-events/projects/the-suicide-chronicles>
3. <https://www.heartofglass.org.uk/projects-and-events/projects/the-book-of-knowsley>
4. <https://www.heartofglass.org.uk/projects-and-events/projects/public-art>
5. <https://www.cappnetwork.com/author/heartofglass/>
6. <https://www.heartofglass.org.uk/project-and-events/events/with-for-about-2024-when-words-fail>

Our commitment to equity, equality, diversity and inclusion

Heart of Glass aims to create spaces where people can share their different lived experience, knowledge and perspectives, in order to understand the world differently, together

We want our staff team to be representative of the communities we work with.

We are keen to hear from applicants who have a lived experience of overcoming marginalisation and can help us remove barriers to engagement in the art sector and our organisation.

We encourage applications from people who have a lived experience of the impact of racism and/or discrimination; identify with coming from a disadvantaged background; people who are D/deaf, disabled or neurodiverse; and people who identify as LGBTQIA+.

We also want to ensure that our team includes a balance of ages, genders and includes those with caring responsibilities.

If you are interested in this opportunity but feel there are barriers that may prevent you from applying please get in touch.

Heart of Glass is a Disability Confident Employer. We will work with the successful candidate to meet any access requirements.

About the role

Title:

Marketing and Audience Development Officer

Reports to:

Head of Marketing and Communications

Location:

Hybrid - home working with weekly office (Huyton) and community-based working across St Helens and Knowsley

Salary:

£27,945 (full time)

Probation period:

6 months

Annual leave:

28 days plus bank holidays

This is a hands-on role in a small, values-driven team where care, collaboration, and community are central. You'll work with colleagues, artists, and participants to build accessible, multi-channel content - digital, print, newsletters, and face-to-face - making intentional decisions about how to reach diverse

audiences.

You will lead specific areas of content and audience engagement, while supporting the Head of Marketing and Communications on wider projects.

The role spans marketing, audience development, and communications, balancing digital, direct, and in-person approaches. You'll experiment with creative methods, respond to engagement trends, and see the direct impact of your work.

Key Responsibilities

Audience Development

- Lead and support audience development initiatives, building relationships with community groups, partners, and local networks to increase participation and engagement.
- Collect, analyse, and report audience data to inform programme planning and funding requirements.
- Maintain and update CRM contacts, ensuring GDPR compliance.
- Make strategic decisions about the most effective ways to reach different audiences, balancing digital, direct, and face-to-face approaches.
- Ensure all audience engagement is accessible and inclusive, considering language, format, and physical or digital accessibility needs.

Marketing and Communications

- Plan and deliver campaigns across digital channels, print, newsletters, and face-to-face communications, ensuring purposeful, accessible, and intentional reach.
- Lead on design, production, and distribution of marketing collateral which is brand consistent, accessible and audience focused.
- Support events, launches, and PR activity, liaising with

partners, artists, and suppliers.

- Maintain and update marketing and communications activity according to the organisational timeline.

Digital Marketing

- Manage social media, website, and newsletter campaigns, creating accessible content in response to audience insight and engagement trends.
- Use analytics to monitor engagement, test ideas, and inform future content development.
- Support digital innovation and experimentation to grow reach, deepen engagement, and maintain accessibility standards.

Monitoring and Evaluation

- Oversee monitoring and collection of data across marketing and public-facing activity.
- Support reporting for funders and internal learning.

Person Specification

Essential Skills and Experience

- Proven experience leading marketing, communications, and/or audience development.
- Strong experience in digital marketing, direct communications (print, newsletter, phone, in-person), and community engagement, with the ability to make intentional, accessible choices about which approaches to use.
- Excellent copywriting and content creation skills, with experience building content from concept to delivery.
- Knowledge and understanding of accessibility best practice in communications and marketing.
- Highly organised, able to manage multiple tasks and deadlines effectively.
- Collaborative and confident working across teams and with external partners.

Desirable

- Experience in arts, culture, or charity work.
- Knowledge of Arts Council funding and monitoring requirements.

Values and Approach

- Passionate about culture and inclusion.
- Collaborative, hands-on, and proactive.
- Audience-focused and approachable.
- Committed to accessible and inclusive communications across all platforms and formats.

How to apply

The closing date for applications for the role is **13th April 2026 at 5:00pm**

If you would like to be considered for the role please send us:

- Your detailed and up-to-date CV; and
- A supporting statement that addresses why you would like the role and what skills and experience you will bring to the role.

We are happy to receive the above information in a format that suits you, be that written or audio.

This job pack is available in large print and audio formats which are available on our website (See link 7) and other alternative formats available on request.

When you have applied we will send you our equal opportunities monitoring form for you to complete. The information on the form will be treated as confidential, and used for statistical purposes only. The form will not be treated as part of your application.

We will notify applicants w/c **20th April** if selected for interview, and we are proposing to hold interviews w/c **27th April** in Huyton.

If you'd like to consider this opportunity further or apply, please reach out to HR team who will be happy to assist you with your application.

Read more about our team (See link 8), who we work with (See link 9) and our impact (See link 10).

Please submit applications to:

HR@heartofglass.org.uk

Links

7. <https://www.heartofglass.org.uk/about/opportunities>
8. <https://www.heartofglass.org.uk/about/the-team>
9. <https://www.heartofglass.org.uk/about/collaborators>
10. <https://www.heartofglass.org.uk/about/our-impact>

Acknowledgements

We are grateful to the artists, participants, schools, and community groups who have collaborated with us this year. Your creativity, dedication, and enthusiasm are at the heart of everything we do. We also thank our funders and partners for their continued support and commitment to our work.

Find out more about us:
heartofglass.org.uk

Instagram: @ourheartofglass

Facebook: @ourheartofglass

Threads: @ourheartofglass

Linkedin: Heart of Glass