

WESTBURY ARTS CENTRE

ROLE DESCRIPTION

BUSINESS OPERATIONS AND MARKETING MANAGER

1. Context relevant to the role

Westbury Arts Centre (WAC) is a registered charity and company limited by guarantee.

Our goal is to inspire people in Milton Keynes and the surrounding area to live more creative, happier and healthier lives.

We are reliant on income from the hire of our spaces, running workshops, courses and events and renting rooms to local artists to use as studios.

WAC runs its own programme of courses and workshops for which it is responsible for customer recruitment and earns income from the course fees. In addition, it hires out its spaces to other local arts and wellbeing organisations.

WAC is run by a team of Trustees who are all volunteers and who are responsible for setting the strategy for WAC for income generation and the management of the buildings.

We are recruiting a proactive and organised Business Operations and Marketing Manager.

2. Job purpose

Reporting to a specified Trustee, the role is central to successful income generation and customer satisfaction. You will be the first point of contact for customers, managing enquiries and bookings for workshops, exhibitions and venue hire. You will coordinate with artists, tutors and event organisers. You will create schedules and systems to support marketing across digital and print platforms.

3. Key tasks

Customer service

The post holder will be the public face of Westbury Arts Centre for our customers and visitors, ensuring they have a positive experience and warm welcome. The post holder will deal with customers in person and by telephone and email, with the goal of assisting them in their selection of course or workshop or space to hire.

Workshop management and delivery

- For new courses and workshops create a financial and marketing rationale for approval by Trustees.
- Monitor performance of each workshop plus termly and annual trends and make recommendations to inform future planning.
- Recruit and manage contracts for all those tutoring on WAC workshops.
- Liaise with tutors over the course content and ensure that it will be suitable and successful for WAC customers.
- Manage customer bookings and payments for courses and workshops – predominantly online via the WAC website.

- Monitor indicators of customer satisfaction including non-attendance, informal feedback and cancellations. Report termly.

Marketing management and delivery

- Create and deliver a marketing plan for the WAC brand and its products (courses, workshops and events). Tools used are primarily WAC website and social media, and partner marketing and media relations.
- Create and post copy for the website and social media.
- Create and deliver, using MailChimp, a fortnightly newsletter promoting activities at WAC. Monitor key metrics and refine to improve performance.
- Seek to grow the newsletter mailing list to reach new audiences and gain repeat bookings.
- Update the website to ensure it is up to date and communicates effectively.

Room and exhibition space hire

WAC hires out its spaces including the Barn Gallery to local artists and other organisations that have a focus on the arts and wellbeing, for regular and one-off courses and workshops and exhibitions. The postholder will:

- Promote opportunities to hire space at Westbury Arts Centre.
- Manage all booking enquiries in order that WAC best utilises its space and generates a surplus.
- Ensure appropriate documentation is received in good time.
- Send out invoices for payment and monitor payment.
- List courses, workshops and exhibitions on the WAC website and WAC social media platforms.
- Support exhibitors in promoting their exhibition.
- Set up processes to gain feedback from exhibitors on visitor numbers.

Events

There are a small number of events run throughout the year which have goals around profile raising, generating footfall to WAC and income generation. Tasks will vary by event and are likely to encompass:

- Ensuring risk assessments have been undertaken for the event and any other legal requirements are addressed.
- Creating activity plan and costing the event.
- Creating a promotional plan and schedule for the event, drafting and scheduling promotional content for the website, Facebook and Instagram and local news and partner websites.
- Creating and mounting signage for the building and grounds as required.
- Recruit and liaise with volunteers as needed.
- Monitor and report results including income and expenditure.

Studio hire

When vacancies arise promote on the WAC website and social media properties and invite applications. (these are considered and decided on by a panel of Trustees and studio holders)

Maintain list enquirers for studio space.

Administration

- Maintain database of policies and procedures
- Maintain document filing system using SharePoint
- Oversee the Administration Assistant including invoicing and chasing for payment

4. Line Management

Administration Assistant (part-time)

5. Time Commitment

25 hours per week over 3- 5 days

6. Salary and benefits

£30,000 per annum pro rata.

Contribution to pension scheme

20 days annual paid leave plus Bank Holidays.

7. Person specification

Essential

- Able to work autonomously, manage own workload, highly organised and act on own initiative.
- Able to manage staff (one direct report).
- Good working knowledge of standard office software: (Word, Excel, Outlook)
- Administrative skills- accurate and with an eye for detail.
- Strong written and verbal communication skills.
- Experience of using Wix, Canva, Mailchimp and Quickbooks
- Experience of creating and delivering digital marketing plans including social media, website, newsletters and email.
- Experience of writing marketing copy.
- Strong numeracy skills and with experience of financial management.
- Experience/knowledge of adult learning.

Desirable

- Evidence of study in a relevant subject such as business management or marketing.
- Experience of working in adult education, a small arts organisation or small charity.

8. Application process

Please send your CV plus a covering letter (of no more than 500 words), which explains why you are ideal for the role. Katherine.Bull@Westburyartscentre.org.uk

Please submit your application by Friday 22 August 2025.

Potential candidates will be invited to an interview which is likely to be held week of 15 September 2025

CONTACT INFORMATION

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