



Marketing Officer Recruitment Pack

The Burton at Bideford

August 2025



Director welcome

We are The Burton at Bideford, an art gallery and museum based in North Devon, situated in the historic town of Bideford where craft, agriculture and maritime heritage meet at the water's edge.

As a proud National Portfolio Organisation, The Burton is at a pivotal moment with new leadership and ambition for the next stage of our story. As we move towards our 75th birthday in 2026 we are excited to build on the reputation of our existing work with fresh partnerships, projects and strategy.

The uniqueness of place is a key part of our context and our vision for the future. The Burton is located in an Area of Outstanding Natural Beauty in the North Devon UNESCO Biosphere Reserve, in a district that has recently been awarded over £20million from the Community Regeneration Partnership Scheme. North Devon and Torridge District Council's shared cultural strategy commits to supporting cultural, creative and economic development in the region, with an ambition that "in the next five years, northern Devon will be locally, nationally and internationally a place where creativity thrives in unison with landscapes and communities."

It is an exciting time to join The Burton team and we are looking forward to welcoming a new colleague to build innovative approaches to telling our story more widely. Upcoming projects you will be involved in include our transition to a new website, a refresh of our marketing and brand strategy, and our 2026 birthday programme which aims to work with our local community to imagine new possibilities for The Burton's next 75 years.

If you have experience in marketing and are looking for a dynamic role that you can make your own we would love to hear from you. Please get in touch with us for any questions you have about the role ahead of applying.

Harriet Cooper
Director
The Burton at Bideford

About The Burton

The Burton at Bideford is a leading cultural venue in the South West, attracting over 160,000 visitors last year.

With two exhibition spaces, a museum, craft gallery, workshop space, shop and café, we provide opportunities for people of all ages to access and engage with artists, collections and exhibitions. Placing community at the heart of all our activities, The Burton also offers a rich programme of outreach activities to engage those who don't have easy access to a traditional arts venue in a predominantly rural region.

We have a proud history of bringing work by internationally renowned artists like Louise Bourgeois, Yinka Shonibare CBE and Paula Rego to rural North Devon, while also nurturing artistic talent in our region. We collaborate with some of the UK's leading arts organisations to build our work nationally, including Tate, the Arts Council Collection, The Hepworth Wakefield and The British Museum.

Our priority is to enable engagement with The Burton to be free. To achieve this, we strive to finance as much of our work as possible through trading income – our shop, Craft Gallery, room hire, workshops and café – in addition to funding from Torridge District Council, Arts Council England (ACE), trusts and foundations, our loyal Friends scheme, and local and national fundraising campaigns.

Connection to the landscape and heritage around us is a key artistic enquiry for The Burton and is reflected in our permanent collections, our annual commissions, and our exhibitions and engagement programme. Recent projects include a major exhibition and symposium with Emma Stibbon RA exploring the local and global impacts of climate change, 'Into Abstraction: Modern British Art and the Landscape' in partnership with The Hepworth Wakefield, and the upcoming show 'Joan Miró: Painting and Poetry' with Hayward Touring.

In 2024 The Burton embarked on a new sustainable museum project with the support of ACE, installing solar panels on our roof, replacing windows to reduce heat loss, and redesigning our bathroom facilities for greater accessibility and efficiency. This work continues through 2025 as we explore how to monitor the impact of these changes and share our learnings more widely.

The Burton is renowned and valued in the South West as a community venue for everyone to love and access freely. It strives for excellence in being a creative destination that can both inspire and challenge.

About this role

We are a small, committed team seeking a candidate who is excited to contribute to the future of one of the leading visual arts organisations in the South West. This role is particularly well suited to someone seeking to further their career in marketing and communications within the visual arts or museum sector.

Reporting to our Learning and Engagement Manager, the Marketing Officer is responsible for the effective planning and delivery of the day-to-day communications that are essential to our mission. They will also be expected to play a key part in developing new projects and strategies over the next few years.

The role is busy but varied, including elements of design, digital and print marketing, website management, social media content and press development. We are looking for someone with a minimum of 3-4 years of marketing and/or design experience, a creative eye, an interest in telling engaging stories and an appetite for making this role their own.

Role purpose

To make a significant contribution to raising the profile of The Burton at Bideford, telling local and national audiences about the vibrancy of our offer and encouraging engagement in-person and online.

Your work will support the development and implementation of The Burton's marketing, audience development and fundraising strategies; collaborating across the team to maximise opportunities for new thinking.

This role will suit a self-motivated and creative thinker with a flexible and collaborative approach to working as part of a team; someone who is as comfortable delivering our marketing strategy as turning out the lights and locking up at the end of the day.

Job Details

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| Job Title | Marketing Officer |
| Contract | This position is available as either a part time (30 hours) or a full-time (37 hours) contract. We will consider applications for job-share. |
| Contract type | Permanent, subject to a 3-month probationary period. |
| Hours | The Burton team work on a 7 day rota and the hours can be worked flexibly over the full week dependent on operational need. Some weekend and evening work will be required on a rota basis. |
| Location | The Burton at Bideford, Kingsley Road, Bideford, EX39 2QQ. Occasional flexible/home-working is offered but the majority of the working week will be at The Burton. |
| Salary | £27,000 full time per annum / £21,600 part time per annum |
| Benefits | 20 days paid annual leave plus statutory and other public holidays. Pension contribution (after probationary period). AIG Staff Insurance (after probationary period). Access to Paranimo on-demand counselling services. Cycle to work scheme. 10% discount at The Burton shop. |
| Line managed by | Learning and Engagement Manager |
| Responsible for | This post has no line management responsibilities but may be required to oversee freelancers, interns and volunteers on occasion. |

Key responsibilities

Marketing

- Work with the Director and Learning and Engagement Manager to develop, plan and deliver The Burton's marketing and audience development strategies, embedding a strong visual identity for the organisation.
- Collaborate across The Burton team to plan and deliver visually engaging marketing campaigns for exhibitions, events, workshops, fundraising, shop and craft gallery.
- Write compelling and accessible copy for a variety of channels and audiences.
- Proofread and edit copy written by other team members to ensure a consistent tone of voice.
- Ensure all marketing materials and externally created assets adhere to The Burton's brand guidelines, including liaising with external partners, supporters and funders to sign off materials.
- Manage The Burton's image library and storage.
- Renew and monitor regular subscriptions and memberships.

Digital

- Coordinate, maintain and update The Burton website.
- Plan and schedule content for The Burton's Instagram and Facebook platforms.
- Create marketing content for digital screens and other forms of digital dissemination.
- Lead on the creation and distribution of the monthly newsletter.
- Update current exhibition listings on key art sector websites.
- Distribute email signatures to staff and trustees to reflect current and forthcoming exhibitions or projects.

Print and design

- Design visually engaging and accessible marketing materials to promote The Burton's work (eg. flyers, posters, banners, exhibition cards).
- Brief and manage external designers for projects including production of the bi-annual 'What's On' brochure.
- Manage the end-to-end production process for printed materials, ensuring environmental impact and value for money are considered.
- Proactively manage visitor signage at The Burton, making sure that posters, digital screens and banners are up to date.

Press and media

- Be the key press and media contact for The Burton, building strong relationships with local and national press; collaborate with external press agencies where required.
- Manage press and media deadlines, interviews and activities to ensure excellent representation of The Burton's work externally.
- Lead on writing and distributing press releases in collaboration with the Director.
- Maintain reciprocal relationships with other arts organisations in the South West to share content and maximise mutual benefit.
- Develop and update The Burton's press and key contact databases.
- Brief and manage external content producers including photographers and filmmakers.

Reporting and evaluation

- Assess and report on the effectiveness of marketing campaigns against objectives, making recommendations for improvements.
- Collect and analyse data, including digital analytics, to continue to streamline our processes and grow audiences.
- Manage internal systems for recording press cuttings, organisational statistics and communication materials.
- Produce a short marketing and press report for quarterly Board of Trustee and biannual Burton Enterprise meetings.

Other

- Manage the annual marketing budget, agreeing spending priorities with the Director.
 - Lead on implementation of The Burton's GDPR policy.
 - Maintain an up to date knowledge of accessibility standards, ensuring The Burton's communications are inclusive and meet best practice.
 - Contribute to The Burton's commitment to reducing our carbon footprint by embedding environmental sustainability in our marketing approach.
 - Support events hosted by The Burton including exhibition previews, where required.
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General responsibilities

In addition to the specific responsibilities of the role above, The Burton at Bideford team are expected to:

- a. Diversity and Inclusion: ensure that our Equality, Diversity, and Inclusion (EDI) policies are followed and embrace the benefits of diversity so that everyone – irrespective of individual differences in their identities, background, or any personal characteristics – receives fair and equal treatment in a safe, welcoming, and enjoyable environment.
- b. Performance Improvement: be responsible for your own performance, participate in our performance review procedures and propose better, faster, or less expensive ways to do things which help our overall mission.
- c. Health and Safety: be responsible for ensuring the health and safety of the team and yourself by following safe systems of work, and by meeting the requirements of the health and safety policy.
- d. Compliance and Integrity: be compliant with the law and the Burton's policies especially with regards to data protection and IT security and ensure other policies as advised from time to time are followed.

This job description is not intended to be exhaustive and the nature of our work and the size of our team at The Burton requires everyone to be flexible. You may be required to take on such reasonable additional or other responsibilities and tasks as we need from time to time, including serving in the shop and invigilating in the galleries.

Weekend and evening work will be required on a rota basis.

Person specification

Potential candidates may already be in a similar role or be ready to take the next step in their careers. Experience of working within the cultural sector will be a distinct advantage but is not a requirement provided you are able to demonstrate transferable skills.

You don't need to meet all of the person specification but we will be excited to meet candidates with:

- Experience of working in a marketing or communications role ideally within the contemporary visual arts, museum or digital media sector.
- A proven track record in devising successful digital and print marketing campaigns that build new audiences.
- A demonstrable interest in contemporary art, craft and heritage.
- Experience designing marketing materials and a working knowledge of Adobe Creative Suite, Canva, Mailchimp or other design software.
- Knowledge of Shopify and retail marketing.
- An understanding of audience development in the cultural sector and a commitment to access, inclusion and diversity.
- Familiarity with current DDA (Disability Discrimination Act) and GDPR (General Data Protection Regulation) requirements.
- Strong copywriting and proofreading skills with exceptional attention to detail.
- Experience preparing material for print.
- Advanced organisational and planning skills with an ability to manage multiple projects effectively.
- Excellent verbal and written communication.
- A flexible and collaborative approach to working as part of a team.
- Knowledge and understanding of key social media platforms including Instagram and Facebook.
- Knowledge of copyright and media law.
- Contacts in local and national press or media.
- Proficient in Microsoft Office Suite; Excel, SharePoint, Outlook and Word.

Key dates

Application deadline: 10am, Monday 15 September 2025

Interview date: Monday 22 September 2025

How to apply

The Burton at Bideford is an equal opportunities and Disability Confident employer who understands the benefits of diversity so that everyone – irrespective of individual identities, background, or any personal characteristics – receives fair and equal treatment in a safe, welcoming, and enjoyable environment.

To apply for the position, please email secretary@theburton.org with the following documents:

- a CV.
- a cover letter telling us why you are interested in this role, what you can bring to it and whether you are applying for full-time/part-time/jobshare.
- a completed Equal Opportunities Monitoring Form.

If you would prefer, your cover letter can be delivered in video or audio format – no longer than 5 minutes.

If you have any questions while making your application, require this information in a different format or would like to have an informal discussion about the role please get in touch with us at secretary@theburton.org.