



## **Marketing and Communications Manager**

### **Yorkshire Sculpture International**

**Part Time (21 hours per week)**

**Fixed Term: 9 months**

**Salary: £20,400 (£34,000 FTE)**

Location: Predominantly based at Henry Moore Institute, Leeds city centre, with a proportion of time spent at other YSI venues. This role also requires regional travel across West Yorkshire.

Yorkshire Sculpture International (YSI) is a partnership between four cultural institutions based in West Yorkshire: Henry Moore Institute, Leeds Art Gallery, The Hepworth Wakefield, and Yorkshire Sculpture Park. With a rich sculptural legacy rooted in pioneers like Barbara Hepworth and Henry Moore, our goal is to work together and position Yorkshire as the UK's home of sculpture, building on this heritage and benefiting the region today.

We're looking for a Marketing and Communications Manager to help tell our story. This is an exciting opportunity to join a small, dynamic team at Yorkshire Sculpture International. You will work closely with the YSI team and our partner institutions to develop YSI's digital presence and raise awareness of our initiatives and sculpture activities of our partners and others within our network.

We are seeking a dynamic and creative individual with a proven track record of delivering campaigns and digital projects ideally within the cultural sector. The successful candidate will have a broad knowledge of marketing and communications, with the ability to develop strategies, create compelling content and maximise engagement across a range of platforms. Well-developed communication, negotiation and interpersonal skills are essential, together with a flair to produce engaging content. A good knowledge of the current media landscape is equally important, alongside confidence in developing digital platforms, website content management systems, customer relationship management and an understanding of design tools.

## **Principal Aims of the Role**

You will work closely with the YSI team and our partner institutions to develop YSI's digital presence, raise awareness of our initiatives and sculpture activities of our partners and others within our network.

This is a particularly exciting time to join the team as we plan to deliver a West Yorkshire-wide celebration of sculpture in summer 2027. The Marketing and Communications Manager will lay the groundwork for this, developing the brand, communications strategy, digital and social media channels and marketing campaigns for YSI 2027.

## **Job Description**

- Work closely with the YSI team and gallery partners to develop and implement a creative strategic marketing, communications and digital plan for YSI.
- Oversee, develop and manage YSI's digital and social media presence, create engaging content to build audiences.
- Be a guardian of the YSI brand ensuring all communications are consistent, accessible and of the highest quality.
- Generate engaging media materials and ensure timely dissemination to relevant outlets, building and sustaining strong relationships with local, national and sector journalists and audiences.
- Manage the marketing budget for YSI, ensuring maximum value and compliance with financial procedures.
- Represent YSI in collaborative marketing initiatives, building relationships with stakeholders, destination management organisations and other promotional partners.
- Keep abreast of sector best practice and represent YSI effectively at a wide variety of events and meetings with key stakeholders, press, funders, sponsors, partners and other agencies.
- Establish new ways to consistently promote YSI's programme to a wide audience, including championing the work of artists in the YSI Sculpture Network and sculpture in Yorkshire in general.
- Ensure compliance with GDPR and data management regulations in all activities.
- Undertake any other duties that may reasonably be required.

## Line Management

The Marketing and Communications Manager reports to the Partnerships and Programme Manager. The Marketing and Communications Manager has no direct reports.

## Person Specification

The following knowledge, experience, skills and attributes are essential (E), or desirable (D), to fulfil this role. These criteria will be used as the selection criteria for this role, so when completing your application form, please be sure to give us relevant examples, either in a paid or voluntary capacity.

- Educated to degree level or equivalent (E)
- At least two years' experience delivering dynamic and creative marketing and communications campaigns (E), ideally within the cultural sector (D)
- Excellent copywriting skills with strong attention to detail, and the ability to adapt tone and content for different audiences (E)
- Strong communication skills – both written and verbal – with the ability to present ideas clearly and persuasively (E)
- Proven project management and problem-solving skills with the ability to plan and implement high quality projects within budget and to deadline. (E)
- Proven experience of building strong relationships with the media and understanding of the current media landscape (E)
- Experience managing budgets, negotiating contracts, and securing best value (D)
- Ability to understand and respond to the motivations of diverse audiences, from academics to general public, creating campaigns that resonate (E)
- Experience of working with external agencies / freelancers with specialist skills, from brief writing, appointing and managing the project (D)
- High level of digital competency, including Microsoft Office, databases, website CMS, social media platforms, and design tools (E)
- Knowledge of GDPR processes and best practice (E)
- A motivated self-starter, with experience of taking own initiative and engaging people at all levels to deliver results. (E)
- Collaborative team player with excellent interpersonal skills and the ability to bring colleagues and stakeholders with you (E)
- Highly organised, able to prioritise effectively, set and meet deadlines and remain calm under pressure. (E)
- Familiarity with effective review and evaluation processes (E)

- Passionate about arts and culture, with a demonstrable interest in sculpture (E)
- Flexibility to work occasional evenings and weekends as required (E)

### **Basic Terms and Conditions**

- This is a part-time fixed term position.
- The selected candidate will be required to provide a passport and proof of address or other evidence to show that they are eligible to work in the UK.
- The salary offered for this position will be £20,400 per annum depending upon experience.
- New eligible employees will be auto-enrolled into the Foundation's Nest Pension Scheme into which the Employee is required to contribute 5% and the Employer will contribute 3%. All employees are advised to make contributions into a pension scheme. You may opt out if you chose to do so. Further details will be given to appointed candidates.
- Probationary period of 6 months.
- Notice period of one calendar month or one week during the probationary period.
- Full time positions receive an Annual Leave allowance of 25 days plus Bank Holidays, this will be prorated for Part Time positions.

### **Staff Benefits**

- We want everyone to be the very best that they can be and we will work closely with you to agree some clear performance goals, which provide you with continual development. We support you on your development at work and your career goals.
- Enhanced benefits for maternity, paternity and adoption pay subject to eligibility.
- Time off for family emergencies (unpaid) and compassionate leave (paid) is awarded in the unfortunate event of the death of a direct family member.
- Company sick pay (includes SSP) on the completion of 6 months' service.
- Vouchers for a free eyesight test for DSE (Display Screen Equipment) users.
- 20% Discount in the HMF book/gift shops and 10% discount in the Henry Moore Studios & Gardens café.

## Application Process

If you are interested in this position and, having read the job specification, you have the credentials to meet the requirements of the role, we would be delighted to receive an application from you. Please apply using the application form supplied. When completing the form it would be helpful if you could address the points in the person specification and tell us about any gaps in your employment history. Thank you.

Further information about the Henry Moore Institute is available at our website: [henry-moore.org/henry-moore-institute/](https://henry-moore.org/henry-moore-institute/)

Please send any questions about the role to [HR@henry-moore.org](mailto:HR@henry-moore.org)

Please return your completed application form (no CVs please) to Emma Sweetland at [recruitment@henry-moore.org](mailto:recruitment@henry-moore.org) by **Tuesday 5 May 2026, 17:00**.

Interviews will take place for shortlisted candidates on **Monday 18 May 2026** in Leeds.



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