

Mayflower

New vacancy

WEBSITE & EMAIL MARKETING OFFICER FULL TIME PERMANENT

Mayflower is the parent organisation responsible for the successful operation of two of the South Coast's most valued entertainment venues, Mayflower Theatre and Mayflower Studios. Collectively, we provide inspiring experiences to all.

Mayflower Theatre is the largest theatre on the South Coast with 2,270 seats in the auditorium. The Theatre's aim is to bring a diverse range of shows to Southampton. We present a mixture of spectacular touring productions, from musicals to dance, opera, drama, ballet and comedy.

Mayflower Studios is a cultural and community hub. We present family shows, dance, musicals, music, comedy, circus, cabaret, spoken word, and visual arts. We put participation at the heart of everything we do.

We are seeking an additional member to join our marketing team. The role of the Website & Email Marketing Officer is to support the marketing team in delivering effective email campaigns, data analysis, and website updates, as directed by the Digital Marketing Manager, promoting all that Mayflower offers — from shows and events to participation and corporate hospitality. This role sits alongside functions facilitated in the rest of the team such as campaigns, social media, press and publicity.

Website & Email Marketing Officer

Your main responsibilities will be:

- Deliver marketing communications to a wide range of audiences to promote shows, events and the organisation.
- Analyse and report on the results of communications to help shape future marketing campaigns.
- Keeping our website up-to-date with the latest content.
- Ensure that we have the right images and media in the right places to help sell our shows and events.

Our ideal applicant will have:

Essential qualities

- Experience with using and managing a website content management system, especially WordPress
- Experience of working with email marketing platforms and CRM tools.
- Experience with audience segmentation for targeted communications.
- Analytical mindset and confidence in reporting and applying learnings.
- Skilled in Adobe applications or similar design tools.
- Firm grasp of marketing principles and an understanding of UK GDPR compliance.
- Strong interpersonal skills and ability to communicate with internal and external stakeholders.
- Experience with image asset creation and editing.

Desirable qualities

- A background in the arts and culture sector, and a love of theatre.
- CIM accreditation or university-level qualification in marketing.
- Experience using Google Analytics 4 to provide insight and context to marketing activity.
- Keen interest in personal development.
- Understanding of SEO principles and web accessibility standards.
- Strong organisation and time management skills with an ability to balance short- and long-term work.

The role will be offered on a full time, permanent basis, at 37.5 hours per week. The salary for this role is up to £28,000 per annum plus benefits. The role is mostly standard office hours, but there will be a degree of evening and weekend work required at key moments in the team calendar. The role will be based between Mayflower Theatre and Mayflower Studios, as required.

How to apply:

Full details including job descriptions and how to apply can be found at

<https://www.mayflower.org.uk/about/jobs-and-opportunities/>

We are committed to ensuring a fair process for all candidates. For more details, please see our Diversity and Inclusion statement on our website's jobs and opportunities page on the link above.

If you require any assistance or have any additional requirements to complete your application with the recruitment process, please contact the People & Culture Team at recruitment@mayflower.org.uk or on 02380 711800 ext. 0. You can also contact us with any further questions you may have.

Closing date: 3rd October 2025. We reserve the right to close this vacancy early if we receive sufficient applications for the role, therefore if you are interested, please submit your application as soon as possible.

Interviews will be held at Mayflower on 13th & 14th October 2025.