PITZHANGER

MANOR & GALLERY

Senior Marketing Manager

Pitzhanger Manor & Gallery Trust (PMGT)

Job Description

Location: Pitzhanger Manor & Gallery, Mattock Lane, London W5 5EQ

Reporting To: Deputy Director

Hours of work: Full time, 35 hours per week, Fixed-Term to 31st May 2028

Salary: £39,000

Overview and Context

Pitzhanger Manor & Gallery is West London's home for art and architecture. The beautifully-restored historic Manor embodies the radical contemporary vision of Sir John Soane, one of Britain's leading Georgian architects, who was also passionate about encouraging the next generation of creativity and opportunity. With a purpose-built art gallery and two dedicated learning and community spaces, set in gorgeous parkland and gardens, Pitzhanger brings heritage to life through high quality, engaging cultural experiences for all – inviting imagination, enabling excellence and fostering community.

Following the launch of a refreshed vision and mission in autumn 2026, Pitzhanger is looking for an experienced marketing professional to help us reach the breadth of our audiences, with a particular focus on the Private Hire business, which generates vital unrestricted income for the charity.

The Role

This role is responsible for developing and delivering Pitzhanger's Private Hire marketing plan, and embedding this activity within the organisation's wider marcomms and brand strategy. This is a project-based role, supporting the growth of our Private Hire business, which is anticipated to run until 31st May 2028. The role will involve targeting new business, identifying potential clients, developing relationships, and growing Pitzhanger's Private Hire income.

Key Responsibilities:

- Oversee the development and implementation of Pitzhanger's Private Hire marketing plan and track its success and challenges.
- Innovatively promote Pitzhanger Manor & Gallery through external marketing channels and evaluate the ROI for each activity.
- Create materials and content for use across web, print and social media to promote Pitzhanger's brand and to successfully grow the venue hire business in line with targets.
- Support the Senior Event Manager in developing and implementing a sales strategy to maximize revenue from venue hire.
- Work with the Deputy Director to develop Pitzhanger's marketing strategy, embedding and aligning Private Hire marketing within the organisation's refreshed Vision and Mission.
- Line manage the Communications Manager, ensuring all Pitzhanger marcomms activity is unified and strategic, maximising benefit for the organisation as a whole.
- Actively seek out new markets and opportunities for growth.
- Build and maintain relationships with partner organisations, event agencies, party planners, corporate clients, and individuals.
- Accurately maintain and grow a client database by recording all customer profiles and booking information and cross reference with the wider organisation in terms of joining up clients and prospects.
- Negotiate and manage contracts, ensuring terms and conditions are clear, and expectations are aligned.
- Represent Pitzhanger Manor & Gallery at exhibitions, trade associations, and other events as appropriate.
- Ensure the highest standard of customer service, maintaining Pitzhanger's reputation as a top venue in West London.
- Track and report on promotional and sales performance, maintaining records of enquiries, bookings, and financial performance.
- Set up appropriate systems and/or processes for monitoring success.

Person Specification

Essential Skills and Experience:

- Experienced background in marketing, skilled in working across social media platforms, production of content, development of print materials and sales copywriting.
- Excellent communication, negotiation, and relationship-building skills.
- Experience building and delivering activity plans across an organisation.
- Exceptional organisational skills with the ability to manage multiple priorities and stakeholders simultaneously.
- Excellent interpersonal skills and a commitment to providing exceptional client service.
- Experience of working collaboratively across multiple teams and third parties, ensuring activity is delivered to maximum effect.
- Passionate about heritage, arts, and culture, with an understanding of Pitzhanger's unique position within the sector.

Desirable Skills and Experience:

- Proven sales-based marketing experience, ideally within the events industry and/or arts and heritage sector.
- Understanding of the events industry, knowledge of the London venue hire market, particularly within heritage or cultural venues.
- Experience of specific platforms and tools including Google Ads, Mailchimp, DotDigital and CRM systems.
- Experience of line management.

Commitment to Equality, Diversity and Inclusion

Pitzhanger is committed to creating a more equal, diverse and inclusive arts and heritage sector. We particularly encourage and welcome applications from people from backgrounds which are underrepresented in museums and galleries, including people from low-income backgrounds, people from Black, Asian and ethnically diverse backgrounds and disabled people.

To Apply

To apply for this role, please submit a CV and cover letter (max two sides of A4) or video (max five minutes) outlining how you meet the person specification to applications@pitzhanger.org.uk by **Midday Tuesday 8th December.**

Interviews will take place on **Monday 14th and Tuesday 15th December.**

If you have any questions about this role or would like to have an informal conversation about the opportunity please email applications@pitzhanger.org.uk.

As a small team, Pitzhanger is unable to reply to every application. While we will endeavour to let you know the outcome of your application, if you have not heard more than two weeks after the deadline, then regrettably your application has been unsuccessful on this occasion.