

Job Description

Head of Marketing and Communication

As we enter an exciting new chapter, Cryptic is looking for a creative, strategic, and inspiring Head of Marketing and Communications. This is a broad role within a small not-for-profit arts charity.

With a dynamic programme of artist development projects, international commissions, national and global touring, and our flagship festival, Sonica Glasgow, we are looking for a new member of the leadership team to drive our vision forwards.

Established in 1994, we are Scotland's award winning internationally renowned home of audiovisual performances and experimentation. Based in Glasgow, we present and promote the most dynamic talents of today and tomorrow as they explore live music, visual and digital arts.

Thriving in a fast-paced, ever-evolving environment, we are committed to discovering and presenting ambitious new work, nurturing artistic talent, creating unforgettable experiences and connecting with audiences across Scotland, the UK and beyond.

Vision - To give artists and audiences a unique and memorable Cryptic experience.

Mission - Supporting the development of pioneering artists to create high-quality, memorable events for diverse audiences.

Values -We thrive on **collaboration**. Collaboration isn't just important; it's pivotal to our impact. We take **care, consider and commit** to everyone we work with, embracing **excellence, sustainability, innovation and inclusivity**.

Key Information

Job Title: Head of Marketing and Communication

Hours: Full time (37.5 hours/week) + evenings and weekends as required.

(TOIL is granted in accordance with company policy).

Location: CCA, 350 Sauchiehall Street, Glasgow G2 3JD

Reports to: Executive Producer

Manages:

Digital and Marketing Officer

Freelance PR agency and content creators

Paid Internships, Work placements and Volunteers

Key Terms

Salary: £40,000 - £45,000

20 days annual leave + 11 public holidays

Plus one additional day's holiday is accrued for each full year of employment, up to a maximum of 5 days. As a bonus you have your birthday off and the days between Christmas and New Year.

Auto enrolment into the company pension scheme. Employee contribution 5% and Cryptic contribution 3%.

Based in Cryptic Office in Glasgow with some hybrid working.

Role purpose/overview

This pivotal role will shape how Cryptic is seen, heard and experienced.

You will:

- Lead on marketing, communications and audience development strategies to grow audiences, raise income, and build our reputation;
- Champion Cryptic's brands, ensuring they reflect our bold artistic vision and values;
- Create, execute and evaluate imaginative campaigns that excite audiences, drive ticket sales, and attract supporters;
- Forge strong relationships with media, funders, partners, policy makers and influencers, locally and internationally;
- Lead the monitoring and evaluation of marketing and communication initiatives and communicate their impact;
- Take a holistic and collaborative approach to align marketing with wider strategic goals;
- Oversee and champion the development of the Digital and Marketing Officer and freelance creatives, nurturing a culture of excellence and innovation;
- Contribute to the financial sustainability of the organisation through development of membership schemes, sponsorships and fundraising campaigns.

Outcomes:

- Increase and diversify audiences, deepening engagement and loyalty.
- Boost income generation from box office, fundraising and sponsorship.
- Build brand awareness and reputation nationally and internationally.
- Communicate our impact with clarity and creativity.
- Position Cryptic as a leader in the cultural sector.

Key responsibilities

Strategy and planning

- Lead on the development and delivery of innovative marketing, communications and audience development strategies;
- As part of the Leadership Team, support the development and implementation of Cryptic's business plan, overall strategy and review;
- Manage budgets, staff and other resources to meet targets;
- Devise and manage measurable creative, multi-channelled marketing and communications campaigns.
- Lead on the creation and embedding of core brand strategy, e.g. brand vision, objectives, visual identity, tone-of-voice, etc.

Marketing and Communications

- Lead in devising data-driven, integrated campaigns across digital, print, direct mail, PR and advertising;
- Ensure delivery of a high level of customer service across the organisation;
- Provide compelling and targeted copy for press releases, speeches, web and social content;
- Ensure brand consistency and high quality design and production across all materials;
- Lead on the procurement and management of talent to support campaign activity, including media, design and creative agencies;
- Oversee the development of effective internal communications to inform colleagues on relevant messaging;

Print and digital

- Lead on the development of the digital communications strategy for both Cryptic and Sonica. For example: websites, social media channels, e-marketing and digital advertising;
- Oversee the ongoing development of the website to keep pace with new innovations and industry standards, and to meet the needs of users;
- Oversee the production of rich and engaging digital content ensuring a diverse range of voices are represented across all platforms.

Media Relations and Advocacy

- Enhance the profile of the organisation through the development and delivery of an effective press and PR strategy and managing relationships with PR and advertising agencies;
- Manage reactive news stories and develop crisis communications plans with the Executive Producer and Artistic Director to protect the organisation and mitigate reputational risk;
- Act as an official spokesperson for the organisation in the media, manage reactive news stories and develop crisis communications plans;
- Oversee the maintenance of a press and media coverage archive.

Brand Management

- Manage the organisation's reputation and positioning and nurture relationships with key stakeholders, including industry leaders, major funders and policy makers, to amplify and support the organisation's mission and aims;
- Monitor developments in key policy areas, horizon scanning and coordinating organisational contributions on key sector issues;
- Develop communications to engage Board members to provide tools for advocacy.

Audience Development

- Lead on the organisation's use of audience insight, segmentation and research to inform strategy;
- Lead on and manage strategic audience development campaigns, to broaden, diversify, retain and deepen engagement;
- Monitor and evaluate the effectiveness of audience development campaigns to optimise performance and inform future campaigns;
- Report on performance and provide insight into trends to colleagues, the Board, and funders;
- Ensure the organisation's compliance with relevant legislation including GDPR, PECR and the UK Data Protection Act;
- Lead on the creation of the Annual Impact Report.

Fundraising and commercial activity

- Lead on, the development and promotion of fundraising campaigns and individual giving schemes;
- Lead on developing sponsorship opportunities, working closely with the Artistic Director and Executive Producer to identify and or retain sponsorships and delivery of benefits and identify opportunities to develop other income streams.

Staff management and partnerships

- Line manage and mentor the Digital and Marketing Officer and wider team;
- Develop strategic partnerships with businesses, communities and organisations to maximise visibility and reach new audiences;
- Work strategically to ensure delivery of high-quality, impactful marketing and communications campaigns that provide value for money;

- Embed inclusion, diversity, equity and accessibility (IDEA) across all communications and ensure alignment with our commitments to environmental sustainability.

Finance and governance

- Manage the Marketing and Communications budget, set campaign budgets, and monitor expenditure and income against agreed targets;
- Ensure all financial, legal and contractual information is efficiently and appropriately managed;
- Ensure the most efficient and effective use of finite resources in the achievement of strategic objectives.

General

- Keep abreast of the latest developments in marketing;
- Take an active role in your own continuing professional development, identifying relevant training and professional development opportunities;
- Act as an effective representative of the organisation at in-house events and external professional events.

Essential experience and skills

We're looking for a dynamic communicator and creative strategist who can inspire audiences and colleagues alike. You will bring:

- Senior-level experience in marketing, communications or audience development, ideally in the arts or cultural sector;
- Experience leading teams, managing budgets and delivering large-scale projects;
- Interpersonal skills that enable you to relate to and work collaboratively with colleagues across the organisation;
- Excellent writing, storytelling and brand management skills;
- Knowledge of digital marketing, analytics and audience insight tools;
- Experience working with media and handling press relations;
- Commercial acumen and an ability to spot opportunities;
- Track record in successful fundraising and sponsorship;
- Passion for arts and culture, with a commitment to diversity and inclusion;
- Confident advocacy, diplomacy and negotiation skills with experience of developing successful partnerships and collaborations with key stakeholders, sponsors and individual givers;
- Knowledge of relevant data protection and privacy legislation including GDPR;
- An understanding of the strategic issues faced by the UK's arts and cultural sector;
- Experience and good understanding of AI and its potential.

Desirable knowledge and skills

- A marketing or communications degree or professional qualification (from Chartered Marketing Institute or similar) or equivalent professional experience;
- Evidence of commitment to continued professional development;
- Experience of implementing IDEA, anti-racism and environmental initiatives.

Abilities and personal qualities

- A creative strategist with innovative ideas, who is goal orientated and solution focussed;
- Demonstrable leadership qualities with the ability to motivate and inspire others;
- Ability to communicate ideas and information clearly to a range of people at all levels, in writing and verbally;
- Proven ability to work effectively and flexibly in a busy and demanding environment, to prioritise and meet deadlines and budgets;

- Confident networker with the ability to appreciate and navigate diverse perspectives and opinions;
- Committed to broadening and deepening audiences' engagement with the arts and culture;
- Empathetic and with a commitment to principles of inclusion, diversity, equity and accessibility, and a proactive approach to environmental sustainability;
- Committed to personal development and to maintaining up-to-date knowledge of new developments and trends in marketing, communications and digital technologies;
- Willingness and ability to work flexible hours including some weekends and evenings to fulfil the requirements of the job.

Applicants must be eligible to work in the UK.

How to apply

Please email a CV and a cover letter (no more than two pages) to Claire Moran, Executive Producer claire@cryptic.org.uk by **midday on 28 January 2026**, with email subject line: Your Name Application Marketing and Communications.

You may also submit a video or audio recording (a maximum of five minutes) in place of a cover letter.

Your cover letter/video or audio recording should outline your motivations for applying and show us how you meet the person specification. Videos should be sent in MP4 format.

If you would like an informal discussion about the role in advance of applying, this is possible after 13 January 2026. Please email claire@cryptic.org.uk to request this.

Interview Panel: Cathie Boyd, Artistic Director, Claire Moran, Executive Producer, Cryptic.

Timeline:

Application deadline: Midday (12:00) Wednesday 28 January 2026

Interviews: Thursday 5 February 2026

We are a Disability Confident Employer and guarantee an interview to applicants who meet the Essential Experience and Skills for this role. We are also a member of Keychange.

We want all candidates to be able to present themselves as confidently as possible. We want to hear about you and get a sense of how you would like to do this role, so please do let us know of anything we can do as a company to support you through this application process.

As some examples:

- If your personal circumstances mean you need a little bit longer to prepare your application, please contact us to discuss suitable alternatives or accommodations.
- If for any reason there are times of day when you are better able to attend an interview, we will do everything we can to make this possible.
- The building where our offices are based and where we will hold interviews is accessible and easily reached by public transport. We can also offer virtual interviews if preferred.

We also request that you complete our [Inclusion Form](#). All data is gathered anonymously. This data helps us to reflect on whether our recruitment processes are attracting and reaching a diverse range of candidates, and to adapt our processes and language accordingly.

We're particularly keen to support applications from applicants who are currently underrepresented in the sector, including:

- Black, Asian or ethnically diverse applicants
- D/deaf or disabled applicants
- Women and gender expansive applicants
- Women and gender expansive applicants
- Those with caring responsibilities
- Working class or low-income background applicants

Thank you for your interest in this role. Good luck!

Data Protection: If you apply for a job at Cryptic, we will need to collect certain personal data and special category data as part of your application. By providing information within your application, you are consenting to its use for the purpose of processing your application and assessing your suitability to the position applied for. If your application is unsuccessful, our policy is to delete/destroy the application six months after the closing date. If we feel that your details would be useful to keep for a longer period, should an appropriate position arise in the future, we will seek your permission to maintain these records for longer than six months.