

Creative Royston

Marketing Manager Role Specification

Volunteer Role: Marketing Manager

Organisation: Creative Royston, Royston Arts Festival

Role Type: Volunteer

Time Commitment: Flexible; approximately 2-4 hours per month starting in June 2026.

Location: Remote, ideally with monthly in-person committee meetings in Royston

Reporting to: Creative Royston Management Committee

For reference purposes: the role will be overseen by The Chair or Vice-Chair, Creative Royston

About Creative Royston and the Royston Arts Festival

Creative Royston is a group of volunteers in Royston, Hertfordshire (UK) whose aim is to celebrate and encourage local creativity all year round and give locals the opportunity to experience both professional and amateur work first-hand. Its main purpose is to stage Royston Arts Festival which covers art, craft, music, dance, drama, literature and a whole lot more.

Royston Arts Festival is a community-led celebration of arts, culture, and creativity. The festival aims to engage diverse audiences, support creatives, and enrich the cultural life of Royston and the surrounding area.

Role Purpose

The Volunteer Marketing Manager will lead the planning and delivery of marketing and communications for Royston Arts Festival. This role is ideal for someone with marketing experience who wants to use their skills to support the arts, gain portfolio experience, or give back to the community.

Key Responsibilities

Marketing Strategy

- Develop and deliver a marketing and communications plan to promote the festival and individual events
- Identify target audiences and tailor messaging accordingly
- Ensure consistent branding and tone of voice across all channels

Digital & Social Media

- Manage the festival's social media channels (e.g. Facebook, Instagram, X)
- Plan and schedule content, including artist features, event announcements, and countdown campaigns
- Monitor engagement and recommend improvements

Collaboration and Evaluation

- Work closely with the Creative Royston Management Committee, artists, performers, exhibitors and venue partners to gather information and promote events
- Track marketing activity and provide a short summary updates to the Committee leading up to the festival and post-festival of reach and engagement

Skills and Experience

Essential

- Experience in marketing, communications, or social media (professional or voluntary)
- Strong written communication skills
- Good organisational skills and ability to manage deadlines
- Confidence working independently and as part of a small team

Desirable

- Experience marketing arts, cultural, or community events
- Familiarity with social media scheduling tools and basic analytics
- Knowledge of the local Royston or South Cambridgeshire area
- Basic design skills (e.g. Canva)

What We Offer

- Opportunity to shape the public profile of a well-loved local arts festival
- Valuable experience for your CV or professional portfolio
- Creative freedom and ownership of marketing activity
- The chance to work with a passionate, friendly team and support the local arts community

How to Apply

To express interest, please send a brief summary of your experience and why you'd like to be involved with Royston Arts Festival to chair@creativeroyston.org and copy to vice-chair@creativeroyston.org