



CHANGING THE WORLD ONE ♀ AT A TIME

Marketing Officer (Freelance)
Recruitment Pack 2026

About Us

Open Clasp is a feminist theatre company based in the North East which co-creates theatre with women and girls that calls for gender justice and systemic change.

Our mission is to create theatre which ignites activism and places social, political, and personal change at its heart- changing the world one play at a time. By doing this, we aim to achieve our vision of gender justice for women and girls.

We do this by creating spaces for women, inclusive of trans women and non-binary individuals, to be creative, share and discuss. Women gather as experts in their lived experiences to highlight the issues and what needs to change. By sharing the injustices of women and girls, we seek to find the justice. Our award-winning theatre influences opinions, supports academic research and impacts policy.



A Welcome from the Chief Executive and Artistic Director

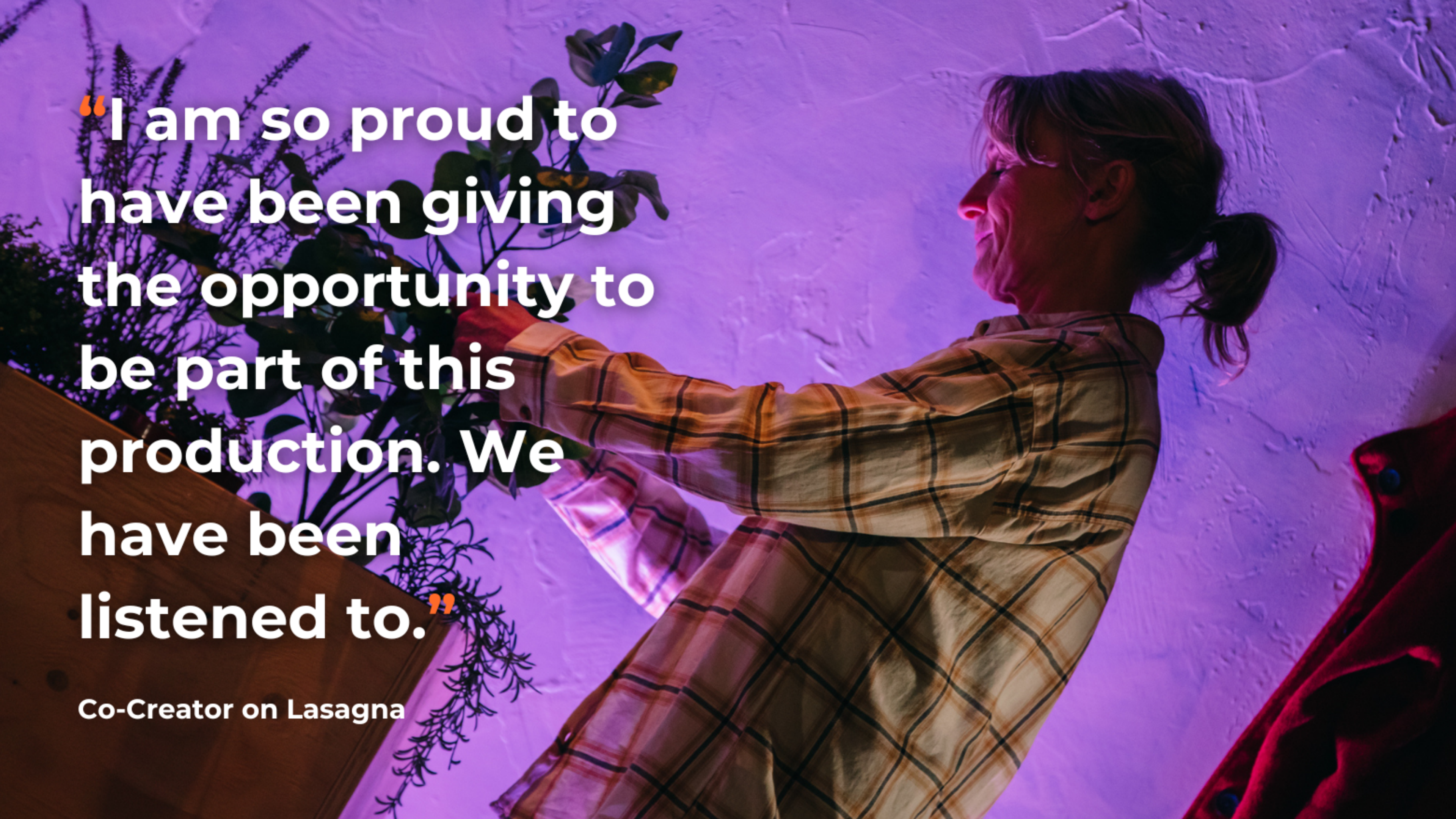


Thank you for your interest in working with us.

I co-founded Open Clasp in 1998. We are based at Westend Women & Girls Centre in the heart of Newcastle Upon Tyne. We work regionally, nationally and internationally. We meet communities of women where they are at, and we create the best theatre we can to change the world one play at a time. We are a political feminist theatre company using the arts to create social change. We believe in justice; equity and over the past 28yrs we have seen the power of the arts to change hearts and minds.

We are excited to be looking for an experienced Marketing Officer, someone who is passionate about the power of theatre to grow the diversity of who makes great art. We seek to complement our talented team of Artistic Director (CEO), Executive Director, Producer, Finance & Operations Manager, Business Administrator, Marketing Assistant, trustees, Gold Star Members and cocreators.

We look forward to hearing from you.
Catrina McHugh MBE, Hon DLitt

A woman with dark hair tied back, wearing a yellow and black plaid shirt, is shown in profile, reaching towards a plant. The background is a textured wall with a purple and blue light gradient. A wooden surface is visible in the bottom left corner.

**“I am so proud to
have been giving
the opportunity to
be part of this
production. We
have been
listened to.”**

Co-Creator on Lasagna

Awards and Reviews



“A touching, empowering work that hits the hat-trick of great script, direction and performance”

The Stage for *Key Change*



“It is rich in contradictory humanity and a touching portrait of a mother and daughter bond”

The Guardian for *don't forget the birds*

2024 International Purple Ribbon Award for Raising Public Awareness of Domestic Abuse through Creativity

2023 Calouste Gulbenkian Award for Civic Arts Organisations - shortlisted for our work transforming our local communities through art and co-creation. *“It is clear to see the impact on a personal level for the women Open Clasp support but also at a policy and political level. We are impressed with Open Clasp’s connections and partnerships with the social sector. We wish Open Clasp every success in continuing to raise awareness and effect personal, social and political change.”*

2023 North East Charity Awards Outstanding Contribution to Social Impact

2023 Big Issue Top 100 Changemakers

2022 Special Commendation Digital Culture Awards for Impact of digital content and distribution strategy.

For much more about what we do take a look at our website www.openclasp.org.uk

“Open Clasp operates out of a Newcastle women’s centre, and was busy making theatre carefully with participants long before ‘co-creation’ became a buzzword in British theatre and decades before the Let’s Create strategy was a twinkling in Arts Council England’s eye.”

Lyn Gardner, The Stage





Marketing Officer (Freelance)

The Marketing Officer will lead and support marketing and communications activity for Open Clasp Theatre Company, helping to raise the profile of our work nationally. This role is ideal for someone who believes in the power of theatre to drive social change and can communicate our work in ways that build audiences, deepen engagement, and reflect the organisation's values. You will report to the Executive Director and work closely with the Artistic Director/ CEO and Producer to support Open Clasp's marketing and communications, including specific strategic marketing projects that will enable us to deliver our transmedia strategy of both hyper local and digitally international marketing.

Over the designated period we envisage the key priorities for this role being:

- Increasing engagement with our digital resources, specifically our production films. This will include targeted audience development and engagement with academic institutions to encourage greater use of our Drama Online library and encouraging subscriptions that will generate income for the company. Drama Online is an online platform that academics can access to view filmed work.
- Working alongside the Executive Director, Artistic Director, Producer and our partners West End Women and Girls Centre to implement our marketing strategy for The Elswick Project. This is to raise the profile of the project and its impact as well as highlighting the work Open Clasp does. This piece of work is essential for reporting impact to funders and developing national audiences for the production.
- Delivering a campaign to ensure bookings are increased for the delivery of Open Clasp's 'Rattlesnake' training, as part of our training strategy, in partnership with West End Women and Girls Centre. This training is the first delivery of a pilot project where there will be a charge for training places. The training focuses on highlighting issues around coercive and controlling behaviours.

Open Clasp has established marketing systems such as a CRM, email marketing, access to a network of over 800 women's organisations, social media scheduling, design platforms and more. There is some practical marketing support available across the staff team.

Job Description

Key Responsibilities

- Work alongside Executive Director to plan and deliver marketing campaigns for theatre productions, digital assets, training offers and community engagement
- Create compelling content for social media, newsletters, website updates, press materials, and print promotion where necessary
- Promote Open Clasp Theatre Company's work in a way that reflects its mission to co-create theatre with women and girls for personal, social, and political change
- Maintain and update website content, ensuring information is accurate, accessible, and current
- Support audience development by reaching communities, partners, venues, supporters, and stakeholders locally and nationally through a transmedia approach
- Ensure marketing materials are consistent with the organisation's brand, tone of voice, and values
- Assist with press and PR activity, including drafting press releases, media listings, and liaison with journalists and partners where necessary
- Monitor performance data across campaigns and produce reports with insights and recommendations
- Monitor marketing budget with support from the Executive Director



Person Specification

Essential

- Commitment to the feminist aims and mission of Open Clasp Theatre Company in achieving gender justice for women and girls.
- A desire to advocate for change for the rights of women and girls
- Commitment to equality, inclusion, and the values of Open Clasp Theatre Company
- Experience in a marketing, communications, or digital content role
- Excellent written communication skills with the ability to write for different audiences and platforms
- An eye for creativity, demonstrating an understanding of audiences and able to adapt Open Clasp's tone of voice into visual content
- Strong understanding of social media, digital marketing, and audience engagement
- Ability to communicate sensitively and powerfully around socially engaged and issue-based work
- Ability to work with external stakeholders and maintain positive relationships with partners and the women and girls we work with
- Strong organisational skills and the ability to manage multiple deadlines
- Ability to work collaboratively within a small team and with external partners
- Confidence using Microsoft Office and common digital platforms such as email marketing systems, WordPress, and analytics tools
- Able to bring humour and heart to the role and organisation

Desirable

- Experience working in arts, culture, theatre, charity, or social justice organisations
- Knowledge of audience development in the cultural sector
- Experience promoting live performance, film, community workshops, or public engagement events
- Experience of leading the delivery of digital marketing campaigns
- Experience of engaging with academic partners and universities
- Familiarity with accessible and inclusive communications practice
- Experience with press, media relations, or campaign storytelling
- Basic design skills using Canva, Adobe Creative Suite, or similar tools
- Knowledge of the Northeast arts, women and girls, and community sector

Person Specification

Skills and Competencies

- Working creatively, bringing ideas to life
- Sensitivity in communicating lived experience-led work
- Strong attention to detail
- Excellent planning and prioritisation
- Collaborative and able to work in a team
- Initiative and adaptability
- Commitment to social justice and ethical storytelling

Additional Information

The postholder will be expected to work in ways that reflect the organisation's values and its commitment to creating safe, inclusive, and spaces that build power for women and girls.



Terms and Benefits

Job Title: Marketing Officer (Freelance, Maternity Cover)

Reports to: Executive Director

Salary: £14,000 total contract value (approx 45 days between September 2026- March 2027)

Contract: Freelance

Probation Period: N/A

Holidays: Freelancers are required to manage their own annual leave, agreed with Open Clasp

Hours: Flexible across time period. Approx 7 hours per week but this may fluctuate due to project needs

Notice Period: N/A

Pension: Freelancers are to manage their own pension contributions

Location: Open Clasp's office at West End Women and Girls Centre, Elswick, Newcastle upon Tyne, NE4 6SQ

Application Process



The post is open to women only (exempt under the Equality Act 2010 Schedule 9, Part 1).

Please send us your CV, covering letter and a link or PDF of an example of your work if available.

Your covering letter should address: why you are interested in the role of Marketing Officer (Freelance, Maternity Cover) at Open Clasp, and evidence your ability to fulfil the position and meet the Person Specification.

Your CV should include: two referees who know you in a work context.

Where possible, **anonymise** your CV and cover letter. Please include your name and contact details in the body of your email submission.

Please also submit completed Equal Opportunities Form alongside your CV and covering letter and send to recruitment@openclasp.org.uk with the subject line: Marketing Officer.

Applications must be received by **12 noon on 5th August 2026**

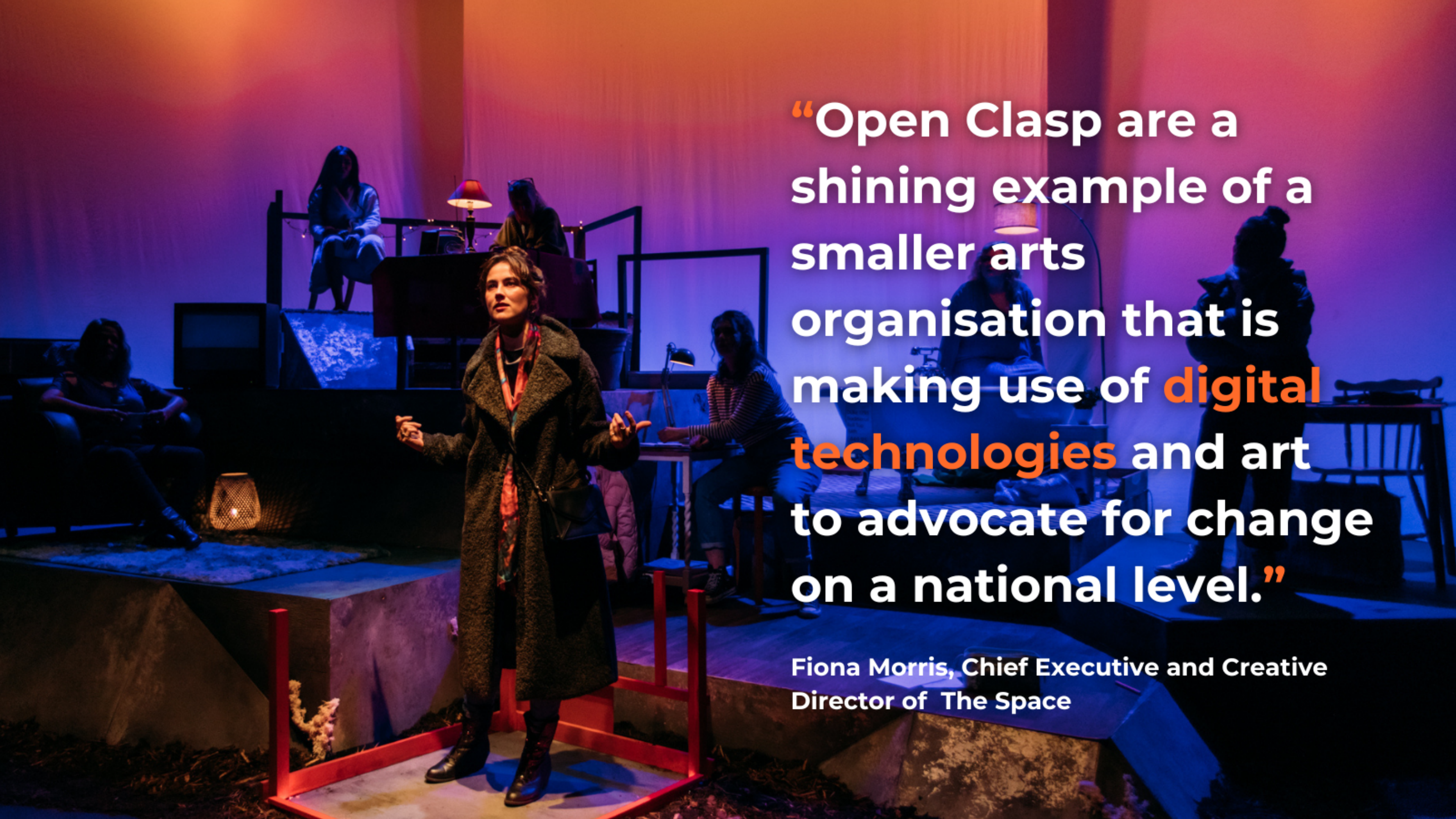
Interviews will be held on Monday **17th August 2026** in Newcastle upon Tyne

Guidance Notes

If after reading all the supporting information you would like an informal chat about the role or the company, please contact our Executive Director Hannah Matterson- hannah@openclasp.org.uk

If you require this pack in a different format, please contact recruitment@openclasp.org.uk

When shortlisting we are looking for how closely your application meets the criteria set out in the Person Specification. We can only offer feedback for shortlisted applicants.

A woman in a long, dark, textured coat and a colorful scarf stands on a small stage, gesturing with her hands as if speaking. In the background, several other people are seated on different levels of the stage, some working on laptops. The stage is lit with warm, orange and yellow lights, and there are some plants and a small table with a lamp in the background.

“Open Clasp are a shining example of a smaller arts organisation that is making use of **digital technologies** and art to advocate for change on a national level.”

Fiona Morris, Chief Executive and Creative Director of The Space