

Sunny Bank Mills

Communications & Marketing Director

Job Pack
May 2026

Hello! Thank you for your interest in the role of Communications & Marketing Director at Sunny Bank Mills and in joining our talented team at this historic family business.

This is a unique opportunity to shape the story of Sunny Bank Mills as we look to grow our reputation in the local, regional and national arenas.

As Communications & Marketing Director, you will provide strategic leadership for communications, marketing and audience development at Sunny Bank Mills, a leading cultural hub that is deeply embedded in its local community. We are an exciting, growing organisation, open to new ideas and opportunities. You would be working with a small passionate team where your leadership would have an immediate impact.

Background and context

Our current Communications Director is retiring from the organisation in September and, alongside other business developments, we have decided to restructure the role to create a Communications & Marketing Director and a new position of Social Media & Mills' Community Coordinator to support the wider team.

We intend to recruit to the Communications & Marketing Director role first, with a start date in September, and then for the person appointed into that position to support the recruitment for the Social Media and Mills' Community Coordinator so that they have input as the team grows.

About Us

Sunny Bank Mills is a former worsted mill in Farsley, a large village on the border of Leeds and Bradford in West Yorkshire. Covering over 10 acres, Sunny Bank Mills has played a central role in the community for nearly 200 years, and the Gaunt family has been connected with it since its inception. Our overriding aim is the sustainable regeneration of the Mills with arts and heritage at its heart, anchored by the Art Gallery and the Museum & Archive.

We are committed to preserving and enhancing our heritage, supporting the creation of local employment and engaging with the community.

We are an inclusive employer, and we are committed to promoting a culture of kindness, respect and openness.

Since ceasing to manufacture cloth in 2008 the Directors have been developing a new, sustainable future for the Mills centred on the principles outlined above. We support 120 tenants across a broad range of industries from retail, bars and cafes through to IT, medical and surveying, and including 49 artists' studios.

We are placed at the centre of the vibrant community of Farsley on the outskirts of Leeds and Bradford. And our activities have an impact across the city as we collaborate with the arts and educational sectors in the region at all levels.

We are now looking for the right person to join our highly creative and dynamic team to lead the communications and marketing across the whole organisation.

Sunny Bank Mills' permanent staff team currently comprises:

Joint Managing Directors - William Gaunt & John Gaunt
Communications Director - Fiona Gell (retiring)
Social Media and Mills' Community Co-ordinator – to be appointed
Administration/Threads Festival Director - Sarah Gaunt
Accountancy – Peter Shaw

Arts team:

Arts Director - Anna Turzynski
Exhibitions and Digital Media Coordinator - Natalie Kolowiecki
Gallery (Retail & Workshops) Coordinator - Millie Rothera
Arts Programme Assistant - Amy Shalvey
Gallery Support Lead - Kat Arnold

Heritage team:

Heritage Director - Rachel Moaby
Heritage Officer - Alison McMaster
Museum & Archive Assistants – Dan Sykes, David Fox and Gabrielle Jackson

Role Overview

To provide strategic leadership for communications, marketing and audience development at Sunny Bank Mills. Ensuring that insight drawn from audiences, makers, programmes, partners and data is actively interpreted and translated into clear narrative, confident positioning and effective engagement.

Title: Communications & Marketing Director

Responsible to: John Gaunt – Joint Managing Director

Terms: Part time, permanent

Salary: £30k – £40k per annum, pro rata (salary level set depending on skills and experience)

Office Base: Sunny Bank Mills, Farsley, Pudsey, West Yorkshire, LS28 5UJ, mainly office based with occasional remote working to be agreed

Hours of Work: Part time, 22 ½ hours (3 days) per week, permanent – working pattern to be agreed

Holidays: 22 days a year plus bank holidays, pro-rata according to working pattern

Pension: Auto enrolment pension with NEST

Probationary Period: Six months with a three month review.

Additional Benefits:

- Mobile phone
- Laptop
- Car parking space
- Mill Workers' discount card, valid across participating businesses at Sunny Bank Mills
- Additional staff shopping discount in the Gallery shop
- Free attendance at internal creative workshops, space permitting

MAIN DUTIES AND RESPONSIBILITIES

To drive and co-ordinate the communications and marketing strategy at Sunny Bank Mills, working closely with the Senior Management Team.

<p>Key Objectives</p> <ul style="list-style-type: none">• Strengthen Sunny Bank Mills' brand, voice and public presence, ensuring that all activity is aligned with organisational equality, diversity and inclusion commitments.• Lead integrated communications, marketing and audience strategies.• Ensure that insights from across the organisation inform strategic decisions.• Strengthen advocacy and support sustainable income growth across fundraising, partnerships and trading activity.• Ensure insight from audiences, members and partners is collected and then informs organisational thinking.
<p>Key Tasks</p> <p>Strategy and planning</p> <ul style="list-style-type: none">• Lead the development and implementation of the marketing and communications strategies in line with our mission and key strategic priorities.• Work as a member of the Senior Management Team to develop and implement arts, culture and business strategies across the organisation.• Oversee the communications and development of our audiences, which includes commercial tenants, artists & makers, visitors, partners and the local community.• Oversee the analysis of social media, marketing and audience data.• Oversee website development. <p>Communications & Marketing</p> <ul style="list-style-type: none">• Oversee the team's implementation of effective communications and marketing activity across digital, press, social media, print, website and other media.• Create a strategy and manage the implementation of the creation of digital content for the website, social media channels and media partners.

- Manage the regular schedule of communications with the Mills' audiences, the media, commercial tenants, and other stakeholders.
- Set the visual and brand identity, tone of voice and messaging across the organisation's communications.
- Enhance the profile of the organisation through the development and implementation of an effective press and PR strategy.

General

- Manage communications and marketing budgets.
- Ensure the commitment to equity, diversity and inclusion is reflected in all communications.
- Maintain a commitment to training and professional development.
- Act as an effective representative of the organisation at in-house events and external professional events; and advocate for it.
- Commitment to environmental sustainability and taking positive action through this role.
- Other duties as may be required.

Responsible For

- Managing the Social Media and Mills' Community Manager.
- Sunny Bank Mills' Communications, Marketing and Audience Development Strategy.

PERSON SPECIFICATION

- **Dynamic.**
- **Accessible.**
- **Commercial.**
- **Imaginative.**
- **Inspirational.**
- **Flexible.**
- **Responsible.**

Essential

- Wide experience of communications across all channels and strategic thinking
- Experience of working as part of a Senior Management Team, shaping decision making and supporting the implementation of the mission, vision and values
- A good grasp of marketing and promoting a diverse organisation, with relevant experience in a similar industry
- Experience of understanding and growing audiences, with relevant experience
- Education: Degree level in a relevant field or equivalent experience
- Creative thinker

- Excellent written and verbal communication skills, with the ability to promote and influence a wide range of audience
- Attention to detail
- A working knowledge of the local region
- Experience of managing staff and work well in collaboration with freelancers and associates
- Experience in creating and managing budgets
- Ability to manage multiple projects with different team members and to prioritise team workload in order to meet deadlines
- Excellent time management and organisational skills
- The ability to undertake some weekend and evening working e.g. attending previews and events both at Sunny Bank Mills and elsewhere, with prior notice

Desirable

- Experience in writing and managing press releases
- Working knowledge of equal opportunities within the arts
- Active network of contacts and associates within the area and industry
- Knowledge of print management
- Experience of working with graphic designers
- DBS certificate
- Driving Licence

HOW TO APPLY

Please send your application to our external HR support email address jobs@gl-hrsolutions.co.uk with accompanying statement (max 300 words) telling us why you want to be our Communications & Marketing Director and what your vision is for Sunny Bank Mills in this role.

Your statement can be written or an audio file.

Send your application documentation as separate Word or PDF files in this format:

FIRSTNAME_LASTNAME_CV.DOC or .PDF

FIRSTNAME_LASTNAME_STATEMENT.DOC or .PDF

Please also fill in and submit the Equal Opportunities Monitoring Form from our website.

We want our staff to be representative of all sections of society and actively welcome applications from candidates who are currently underrepresented in the cultural industries generally, and leadership positions in particular.

Access statement for application

If you would like to apply for this role but need this information in a different format, please get in touch with us by calling 0113 256 3239 or emailing info@sunnybankmills.co.uk.

TIMETABLE

- Applications open 5th May
- Applications close midnight 31st May
- 1st interviews in person week commencing 22nd June
- 2nd interviews in person week commencing 7th July
- Appointing by 30th July
- Start date mid-September

An offer of employment is subject to receipt of two satisfactory references. We regret we can only offer feedback to interviewed candidates. Unfortunately, we are unable to consider applications for this role which require us to obtain a certificate of sponsorship or permit to work in the UK. We will require proof of your qualifications and your eligibility to work in the UK. Unfortunately, we cannot assist with visa applications.